

LIFE

BROADWAY ACTRESS
JOAN TETZEL

FEBRUARY 16, 1948 **15** CENTS
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I Remember Mama

Untold millions first encountered "Mama" in Reader's Digest, they met her again in "Mama's Bank Account", Kathryn Forbes' best-selling novel, then "Mama" was applauded and praised in one of New York's biggest stage hits, now "I Remember Mama" rises to its fullest scope of expression... giving new honor... new significance to the motion picture screen in DORE SCHARY's presentation of IRÈNE DUNNE in GEORGE STEVENS' production co-starring BARBARA BEL GEDDES, OSCAR HOMOLKA, (who played in the N. Y. stage hit) and PHILIP DORN with Sir Cedric Hardwicke, Edgar Bergen, Rudy Vallee, Barbara O'Neil. "I Remember Mama" was directed by GEORGE STEVENS, produced by HARRIET PARSONS. Screen Play by DeWITT BODEEN, based upon the play by JOHN VAN DRUTEN.



MAMA, you know her as IRÈNE DUNNE, a great star living every realistic moment of her greatest role!



KATRIN, (Barbara Bel Geddes) romantic... and at that adolescent age!



PAPA, (Philip Dorn) knows what's going on... seldom mentions it!



UNCLE CHRIS, (Oscar Homolka) crusty, rich. His creed: "Women! PE!"



Dr. THORKELSON, it's Edgar Bergen! He's wonderful!



MR. HYDE, proper, cultured and somewhat of a fraud!



DR. JOHNSON, believe it or not, it's Rudy Vallee!

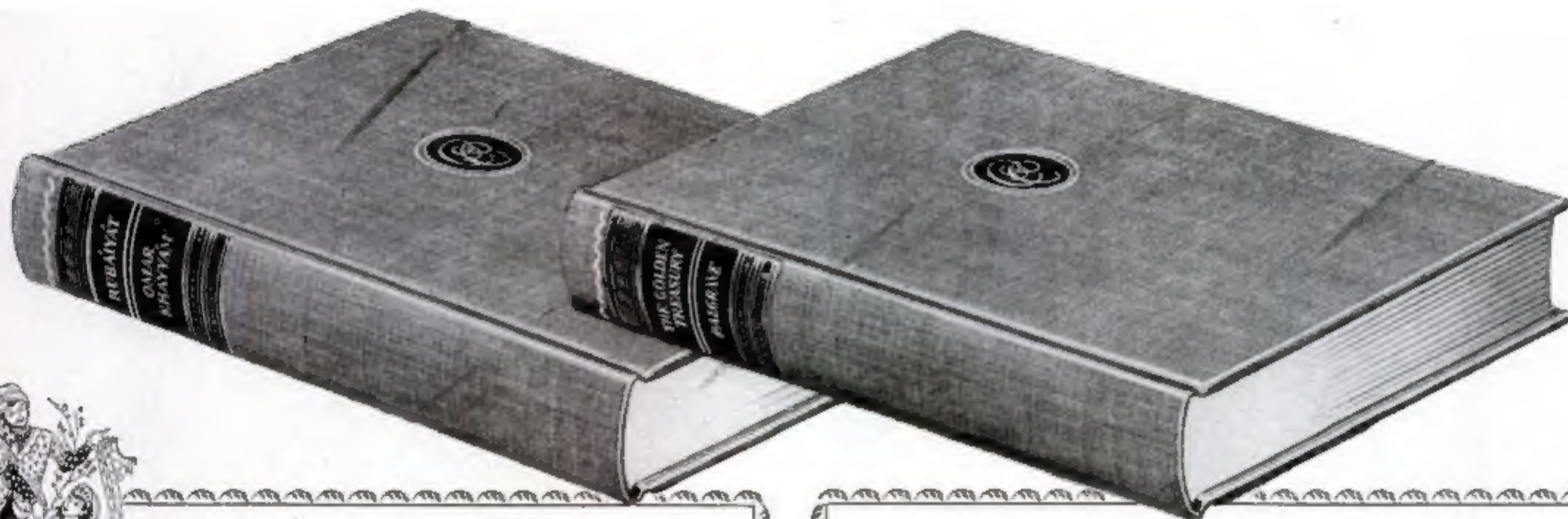


"Uncle" **ELIZABETH**, "man-about-town" of the family!

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Walter J. Black, President

GC

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This One



EZRO-GJ1-WR1B



Here he sits. Thinking. Thinking why, oh why did he ever buy those pajamas without looking for the "Sanforized" trade-mark!

He knows, as well as he knows his wife's first name, that "Sanforized" means *permanent fit*. He knows "Sanforized" means a garment that will hold its *original comfort* till the cows come rambling home!

So he sits thinking that, from this day onward, he will *always* look for, demand, yell for, insist on seeing "Sanforized" on every label of every washable garment he buys!

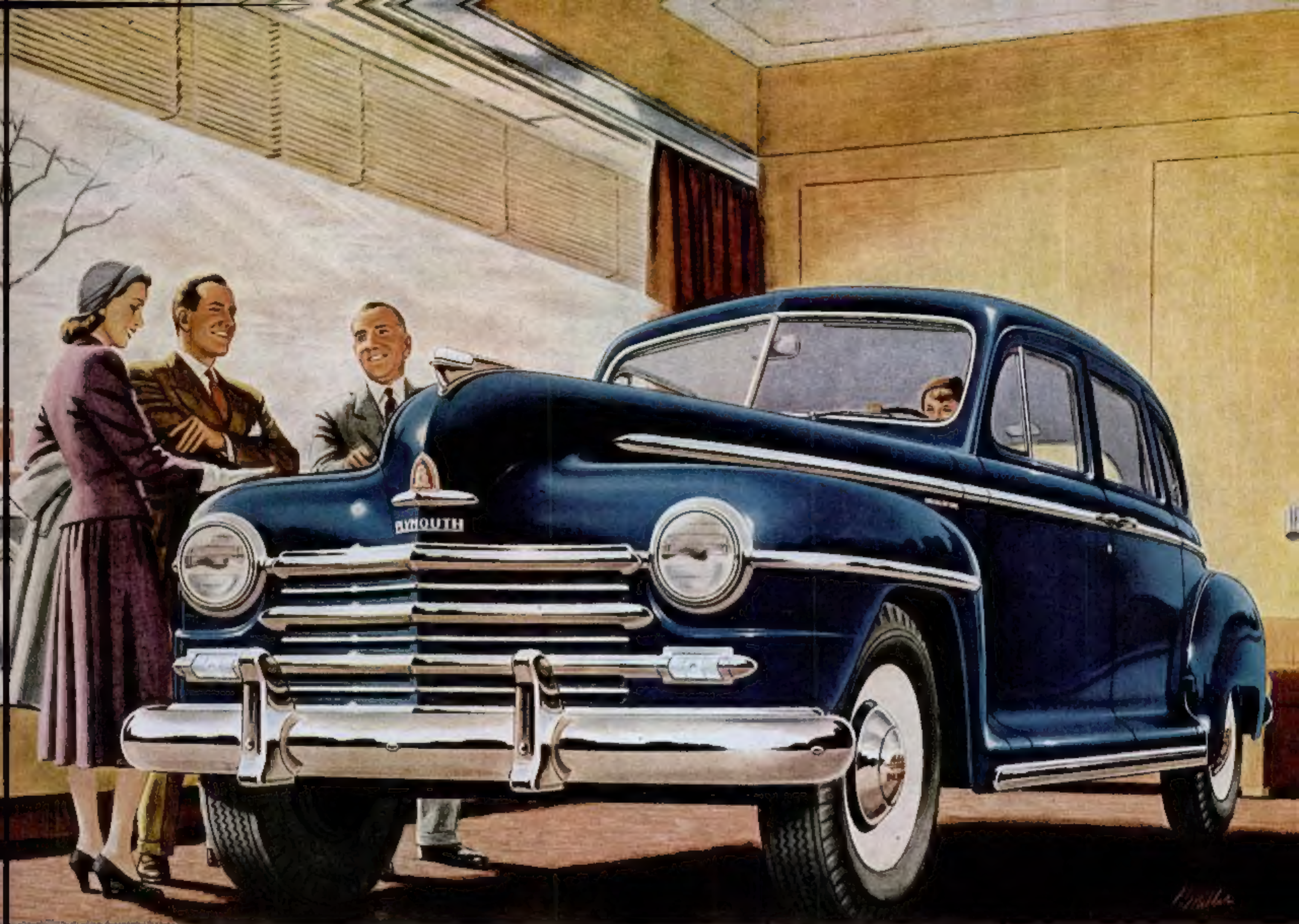
("Sanforized" on the label means: fabric can't shrink more than a trifling 1%.)

The comfort never shrinks away from the garment with "Sanforized" on the label

•SANFORIZED•
TRADE © MARK

Trade-Mark of Cluett, Peabody & Co., Inc.

The "Sanforized" trade-mark is used on compressive pre-shrunk fabrics only when tests for residual shrinkage are regularly checked by the owner of the trade-mark to insure maintenance of its established standard by users of the mark. Cluett, Peabody & Co., Inc.



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DOES IT HAVE SAFE-GUARD HYDRAULIC BRAKES?

There's a third more braking effectiveness with this great safety development. You've never had such ease of control! And only Plymouth has Safe-Guard Hydraulic Brakes in the lowest-priced field.

DOES IT HAVE SAFETY-RIM WHEELS?

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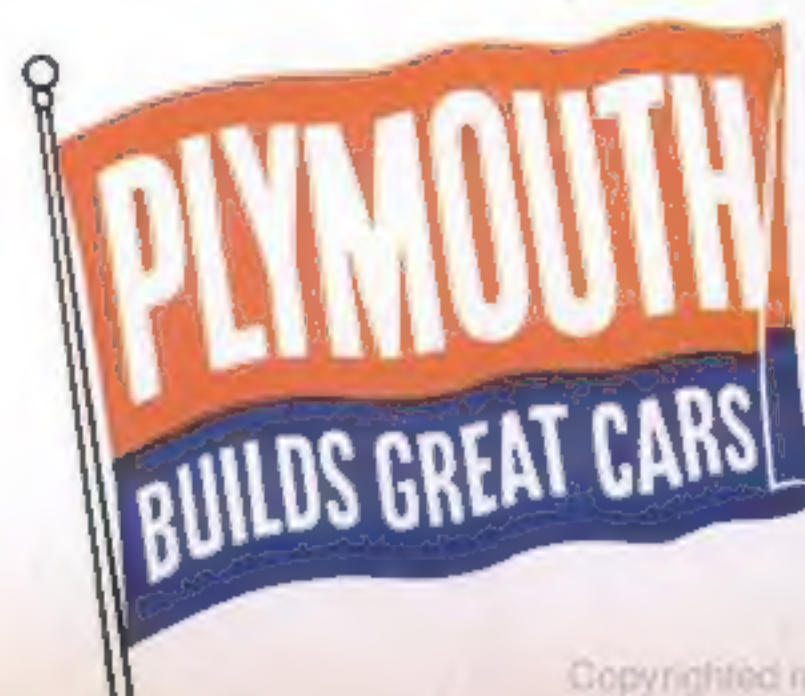
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Honey-Glazed Ham Slice

A slice of Swift's Premium Ham, with its matchless mellow flavor from Swift's Brown Sugar Cure, makes a de luxe main dish with no special fixing whatsoever. But when you want to be extra glamorous, try this: Get a 1½" thick center slice of Swift's Premium Ham. (To be sure it is Swift's Premium—the ham America prefers so far above all others—look for the name SWIFT on the slice.) Cut gashes in fat; sprinkle with ¼ cup brown sugar. Mix together another ¼ cup brown sugar and ½ cup juice drained from canned pears. Slowly pour over ham. Bake in a slow oven (325°F.) about 1½ hours, basting every half hour. Garnish with pear halves filled with cranberry sauce, and serve with *perfect confidence*. For you can count on unvarying quality when you buy *Swift's Premium Ham*—America's traditional favorite. You *know* every slice will be delicious, right down to the last nourishing bite!

Your family, too, will prefer
America's traditional favorite
mild, matchless
Swift's Premium Ham

2 STYLES! For easy cooking at home, look for the Swift's Premium Blue Label. The Red Label brings you ham that's fully cooked—all ready to eat. Both kinds are Brown-Sugar-Cured and smoked Swift's special way over genuine hardwood fires.



LETTERS TO THE EDITORS

BACKWOODS BOYHOOD

Sirs:
The article "Backwoods Boyhood" (LIFE, Jan. 26) depicts truly the cycle experienced by the artist, Carroll Cloar. I know because I am part and parcel of the subject matter. . . . It is a masterpiece. . . .

J. NORTON MULLINS
Dothan, Ala.

Sirs:
My congratulations to LIFE and Artist Carroll Cloar. His portraits alone are worth the price of the issue to me as they bring back memories of my own jug-eared boyhood days.

DON THORNBURG
Tulsa, Okla.

Sirs:
The pictures by Carroll Cloar (that's my brother) were sure good, except the one of me. I was a prettier baby than that.

JACK CLOAR
Earle, Ark.



BROTHER JACK
● "Brother Jack today," says Cloar, "still has his mischievous baby look. Folks like to gather at his country store a mile from Gibson Bayou and pitch horseshoes. Jack is just about the best horseshoe pitcher in Crittenden County."—ED.

Sirs:
I have been a reader of LIFE for many years and have always enjoyed it until I received the issue carrying the story of Carroll Cloar. . . .

Carroll Cloar . . . certainly must be a typical example of a frustrated, would-be artist (Guggenheim award notwithstanding), and if he looks anything like his self-portraits, we know the reason why. We, the progressive people of a progressive state, realize that there must be a few varnents of this type up in the hinterlands, but they are undoubtedly in the minority as the only ones I have ever seen were through the lithographs of Mr. Cloar. If he insists on being an exponent of realism, then he should bring himself up to date on his native state.

ELMER E. HOLCOMB
Holcomb Realty Company
Little Rock, Ark.

Sirs:
All I can say is that it's a shame Cloar didn't climb that pecan tree instead of Monk Carter.

ANNA BESS CHRISUM
Little Rock, Ark.

● To answer these criticisms and others which have appeared in local Arkansas papers, Artist Carroll Cloar wrote the following letter. —ED.

Sirs:
What I cannot understand is why Arkansas must be ashamed of its past and its rural flavor. With the possible exception of Missouri, no other state is.

As to the facts of my story: "Backwoods" may not be, strictly speaking, an accurate title, but it was true in spirit, and I will stick to it. The woods were a good hundred yards from my back porch, but in the pre-consolidated-school era we were an isolated community, little changed from the time of my parents. My father shot panthers off his front porch and trapped a mink where the Earle post office now stands, and I see no reason why Earle, or Arkansas, should be ashamed of that fact. If such is the case, then I should be ashamed of my father, but it so happens that I am rather proud of him. Where would the storekeepers and gentlemen farmers and newspaper editors be if people like my father and grandfather (who owned the land Earle now stands on) hadn't come along first and killed off the wolves and cleared the land? Why should we pretend that we sprang full grown and had no pioneer past?

CARROLL CLOAR
New York, N.Y.

102 GREAT IDEAS

Sirs:
We are going to forbid our children to have anything at all to do with the University of Chicago or Messrs. Hutchins and Adler. The latter will do no more through their exhaustive study of thinking than confuse our children horribly.

To present the 102 "great" ideas (LIFE, Jan. 26) and all the literature that has been written about them is a splendid idea. But not to explain this hodgepodge of philosophy as a continual process of evolution in human thought is to do what philosophy has already done too long. . . . The thinking of men like Plato belongs not to contemporary discussion at all, but to the Greek age from which it originated. . . .

Suppose the idea of atomic power were to have been indexed. Obviously the Greek idea of the atom is totally invalid today. The idea of 1900 of an atom made up of static particles is obsolete. They are useless ideas now, except from the standpoint of evolution. Yet the philosophical subjects and the ideas upon them are all given equal importance and weight and continue to be preserved through time. . . .

GEORGE W. STEWART
CHARLES G. CLAY
Providence, R.I.

Sirs:
Oh, subtle propagandists, oh cunning, Machiavellian advertising men in your employ—planting, right in the bosom of your cerebral article on the 102 Great Ideas plump flies on both LIFE (Great Idea No. 48) and TIME (Great Idea No. 93).

HAROLD WENGLER
New York, N.Y.

Sirs:
It seems that man is doomed to go on fighting global wars based on swift mass murder! One hundred and two great ideas, one of them war, but nothing about peace!

MAE URBANEK
Lusk, Wyo.

● Peace is covered by Great Idea No. 98, War.—ED.

It's new!

. . . it does
for your lips
what lipstick alone
has never done . . .
can never do

LUCIEN
LELONG
Lip Service



Draw that fine line with Lucien Lelong Lip Service. It glorifies your lips with couturier color and grooms them to instant perfection . . . smoother, lovelier . . . never before so flawless in contour and outline.

Lucien Lelong Lip Service is truly a jeweler's piece . . . of fluted golden tone metal and lucite . . . the lipstick and applicator thoughtfully chained together so that neither can escape your hand. Gift-packaged, and a compliment to every woman.

A Lucien Lelong Lipstick teamed with a lucite applicator that flawlessly outlines your lips . . . instantly perfects their beauty.

In eight couturier-keyed lipstick colors. \$2 plus tax
In 14K gold case, \$250, including tax

LUCIEN LELONG
Lip Service

"Soaping" dulls hair— Halo glorifies it!



Yes, even finest soaps
and soap shampoos hide the
natural lustre of your hair
with dulling soap film



- Halo contains no soap. Made with a new patented ingredient it cannot leave dulling soap film!
- Halo reveals the true natural beauty of your hair the very first time you use it, leaves it shimmering with glorious highlights.
- Needs no lemon or vinegar after-rinse. Halo rinses away, quickly and completely!
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- Carries away unsightly loose dandruff like magic!
- Lets hair dry soft and manageable, easy to curl!
- Buy Halo at any drug or cosmetic counter.

Reveals the Hidden Beauty of Your Hair!

LETTERS TO THE EDITORS

—CONTINUED—

AMERICAN "GENEROSITY"

Sirs:

Ah! sweet charity of LIFE, swing low.

You claim in your editorial on American generosity (LIFE, Jan. 26) that the lower income brackets pretentiously take the 10% automatic deduction for charitable contributions they have not made. This deduction, however, covers not only contributions but also interest paid on indebtedness, casualty losses, local income and real-estate taxes, deductible medical and dental expenses, and more. The average wage earner finds that the deductions allowed him for these items usually do come to about 10% of his income. The automatic deduction saves time. . . .

GROVER STEARNS

New York, N.Y.

• LIFE erred in failing to make it clear that the 10% over-all deduction permitted in the short income-tax form covers other items as well as charitable contributions. Even so, for most people who take the flat 10% deduction, actual payments in this category, especially charitable gifts, fall far short of 10% of their incomes.—ED.

ATOMIC EXHIBIT

Sirs:

In drawing the moral from the Stamford, Conn. exhibits on atomic energy (LIFE, Jan. 26) it seems to me that David Lilienthal has missed the point.

Why must terms like isotope and cloud chamber become as familiar and understandable to Americans as carburetor and spark plug? Are we, the people, supposed to compete in technical skill with graduate physicists, chemists and engineers? It would be much more to the point if Americans were to familiarize themselves with such terms as responsibility and political power.

WALLACE IRWIN JR.

Princeton, N.J.

NO COMMUNIST

SIRS:

DISAVOW COMPLETELY LETTER TO YOU (LETTERS TO THE EDITORS, JAN. 26) WRITTEN BY NORMA PATTON, SOCIAL SCIENCE TEACHER OF DETROIT AND CLAIMING MEMBERSHIP IN COMMUNIST PARTY. I AM A SOCIAL SCIENCE TEACHER OF

CONTINUED ON PAGE 10

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To see the world
To eyewitness great events

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has a plus*!)



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"Cream for your hands
as well as your face"

Each one of these stars relies
on a cream for soft white
hands. Pacquins Hand Cream!

YOU CREAM your face for a
smooth, soft complexion. Why not
give the skin of your hands this same
care?

Well-groomed women everywhere
are switching to creams. Overwhelm-
ingly to Pacquins. And now more
women use Pacquins than any other
hand cream.

"Why not, indeed! But of course!"
say these famous stage stars, and they
know. Knowing all the "hows" of skin
grooming is a vital part of their profes-
sion. They must keep their hands soft,
smooth, white, enchanting... eloquent!

Try this—starting tonight! Smooth on a
dab of snowy-white, quick-melting,
flower-fragrant Pacquins. Notice how
your skin gratefully welcomes its sooth-
ing, smoothing moistness. Pacquins
cream smooths away dryness, roughness.

And Pacquins isn't sticky or greasy.
It disappears almost instantly. It's as de-
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to see. A 12-second rub-on with Pacquins
—morning and night—will keep your
hands smooth, soft, lovely.



Nurse FRANCES ZALONIS
says: "I always have a jar
of Pacquins at the office
because I scrub my hands
10 to 40 times a day. It
takes a cream like this to
protect my hands. And
Pacquins was originally
formulated for nurses and
doctors."

Never sticky
or greasy!

for "dream" hands—cream your hands
with
Pacquins
HAND CREAM

At Any Drug, Department, or Ten-Cent Store.



LETTERS TO THE EDITORS

CONTINUED

DETROIT BUT NO COMMUNIST AND DID
NOT WRITE YOU THAT LETTER. CAN THERE
BE A PATTON AS WELL AS A PATTEN TEACH-
ING SOCIAL SILENCE IN DETROIT?

NORMA PATTEN

DETROIT, MICH.

● No. The letter was a forgery.
LIFE's sincere apologies to Miss
Patten for having printed it.—ED.

RESORT FASHIONS

Sirs:

"Resort Fashions" (LIFE, Jan. 26)
is interesting reading matter, but I
think the costume on page 57 is utter-
ly disgusting. If any freshman coed in
our sorority at college had ever dared
to wear so abbreviated a bathing suit,
she would have been turned up over
the arm of a sofa and made to dance
a merry tune while the resounding
whacks of a paddle blistered her
spanking-place in no uncertain man-
ner. . . .

Any girl who wears a bathing suit
like the one in that picture shows that
she has not had the proper training at
home, for if she knew she was going
to feel the sting of Daddy's spanking
hand for being so immodest she would
dress differently.

CARROLL E. GILMAN

Norfolk, Va.

Sirs:

. . . It will snow in Hades before
any date of ours dares wear one of
those bare-breasted affairs. . . .

ERIC SIMPSON

BOB SANDERS

BOB HARPER

Blacksburg, Va.

Sirs:

In line with the novel styles in wom-
en's clothes, I have created a New
Look for males. This New Look, called
the Senseless Cape, is to be worn on
the faces of those who have been
knocked silly by the toeless shoe, the
backless dinner dress, the strapless
evening gown, and the hairless enfi-
fure. Needless to say, the Senseless
Cape goes exceedingly well on the
faces of those lucky enough to stare
at the topless bathing suit. . . .

HERBERT N. WEINGARTEN

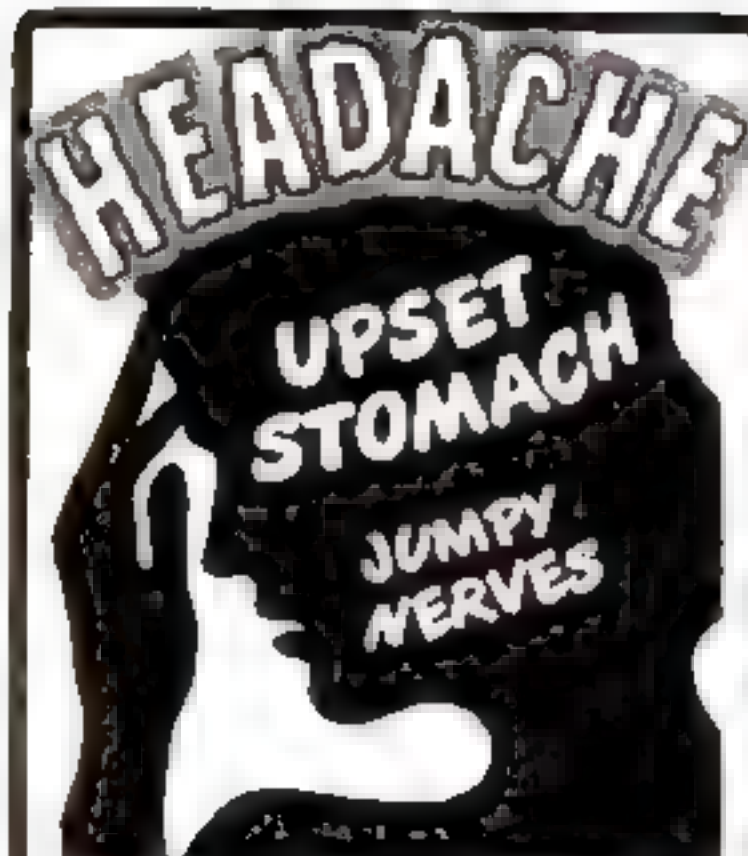
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FOR COOL, uniform lighting in home or business, get G-E fluorescent lamps. Product of G-E lamp research. 40-watt **\$1.00**



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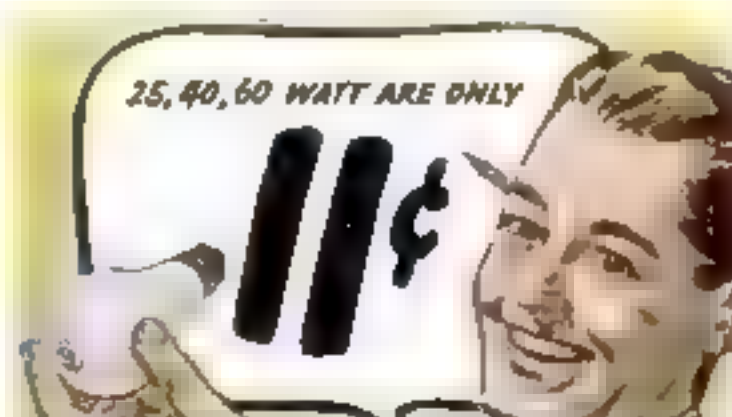


G-E SILVERED BOWL bulb casts light upward for soft, indirect light. Many sizes for homes, offices, factories . . . 300-watt only **\$1.70**

Prices subject to applicable taxes.



CANDLELIGHT EVERY NIGHT! Flameshape bulbs. Now "lamp-of-the-month" at G-E dealers. Flame tint, white, ivory. 25-watt **16¢**



STOCK UP on G-E bulbs at today's low prices. See your G-E dealer now! 100-watt **15¢** 150-watt **20¢**

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LAMPS**

TUNE IN "WILLIE PIPER" . . . NEW COMEDY HIT PRESENTED BY G-E LAMPS, THURSDAY NIGHT, ABC.



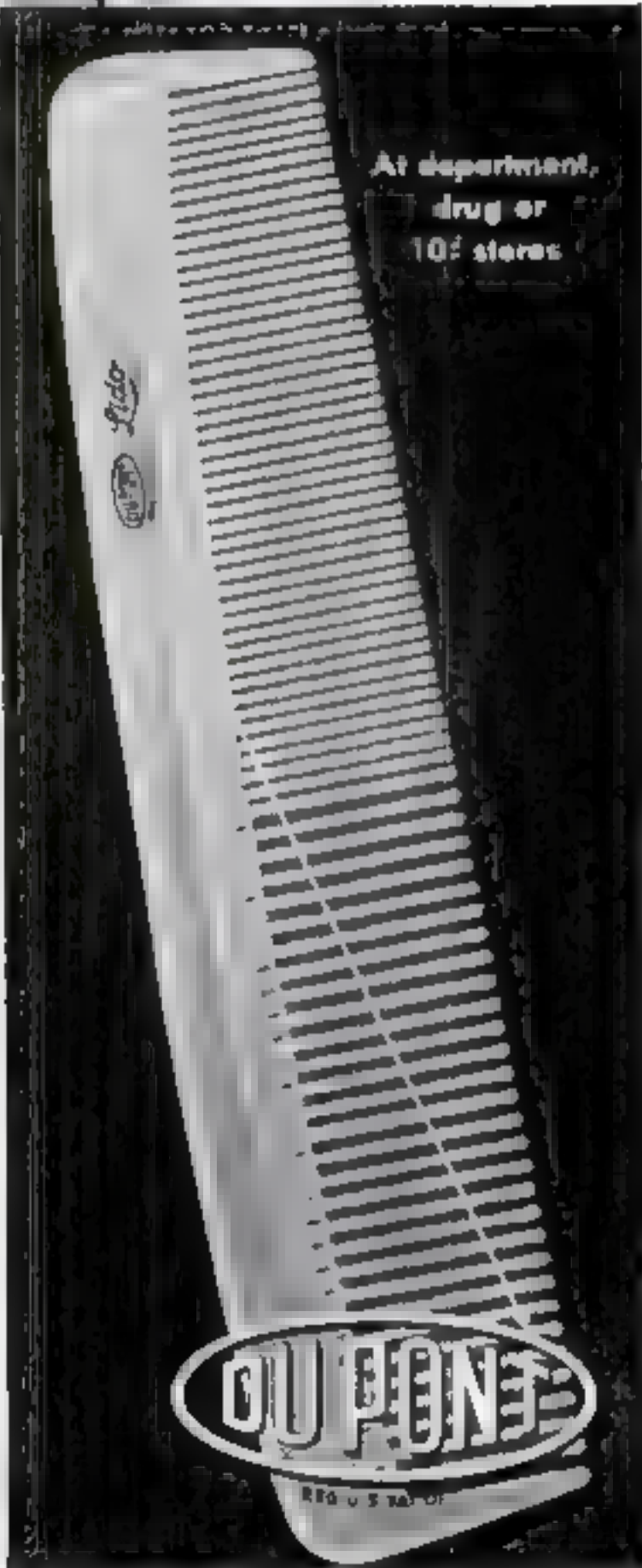
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...good in
grapefruit juice
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Once again, as the year's grapefruit crop moves to market, Morton's reminds you what a *special flavor thrill* these golden globes bring when you sprinkle a half with salt—Morton's Salt. And, this year we emphasize that salt *in canned or fresh grapefruit juice* is mighty good, too. Morton's Salt on grapefruit is now a habit with many, just as Morton's is a habit for all uses with *most* families in America. For 100 years, now, Morton's has been the provider of the best salt. More people buy Morton's than any other brand. Always say "Morton's" before you say "salt".

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... THROUGH CHEMISTRY

LETTERS TO THE EDITORS

CONTINUED

A CORRECTION

● In last week's issue LIFE published a picture of an automobile in collision with a tree near London, Ohio. The caption, as it went to press, stated that the wreckage of the car suggested "an answer to the question about the relative sturdiness of prewar and postwar automobiles."

The implication of this statement proved, on further investigation, to be untrue. Engineering authorities agree that the standards of automobile construction have not been lowered and that the safety of postwar cars is as great or greater than that of prewar cars.

The statement was corrected in the latter part of LIFE's press run and so appeared only in early copies of the issue. LIFE deeply regrets the error.—ED.

MISSOURI MULE TRADER

Sirs:

Your article about Ferd Owen (LIFE, Jan. 26), reminded me of the summer of 1929 when I served as a nursemaid to about 55 of the 1,200 bangtails being shipped out of East St. Louis to Oran, Algiers and Barcelona, Spain. My brother and I had a little pull in getting to join the 35 other nursemaids since we had grown up with most of the Owen tribe here in Joplin. . . .

In early 1944 I told the Office of Naval Officer Procurement about having shipped out when I was 17 years old. He showed great interest. But instead of shipping out after I received my gold braid, I never did get out of the country. Those mules must have given him the word.

EDSON JUNG

Joplin, Mo.

Sirs:

"Missouri Mule Trader" rouses happy memories. In 1916 and 1917, buying mules for the Army, I had much to do with men like Mr. Owen. . . .

Readers will doubt Mr. Owen's remarkable memory. I don't. My memory was poorer than average, yet I could remember individual animals I had seen days and weeks before. It was important to remember those rejected, for they were apt to reappear in a new lot. I remember one lot of mules that I looked at in every sales stable in Atlanta. In each stable they were gravely presented as a new lot and as gravely rejected. Before we finished, those mules and I practically knew each other by our first names. . . .

Dealers are razor sharp in a trade. They will take every fair advantage. If a buyer should say that he knew nothing of animals, he would get a sound animal worth his price, but the dealer wouldn't get any fun out of it. On the other hand if he pretended to knowledge that he didn't have, no professional gambler could "take a sucker" with more enthusiasm. I liked doing business with them. Not the least fun was listening to their day-long blarney while being constantly on guard against being taken in by it.

JOHN ALDEN DEGEN

Brookline, Mass.



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SPEAKING OF HORROR

**... THIS IS THE CARNAGE THAT HAPPENS
ON THE RADIO IN ONE SUNDAY EVENING**

U.S. radio, which, to the despair of many parents, churches and civic groups, fires at least 80 programs of horror and bloodcurdling adventure at its listeners every week, really masses its guns on Sunday. Into five hours on that evening three networks have packed nine mystery shows.

Having obtained advance scripts for the mysteries intended for this Sunday, Feb. 15, LIFE turned them over to New Yorker Artist Charles Adams, famed macabre cartoonist. Adams put them all in and around this one house of horrors. Its corpse-



laden rooms are connected by microphones with an owl-eyed engineer in the basement. That Addams gave much less freedom to his imagination than the radio writers themselves, however, the actual plots which follow bear witness.

In *True Detective* an "offended elephant" who has been fed plug tobacco gets its revenge by putting the finger (or trunk) on its tormentor, a woman-slayer. In *House of Mystery* a gypsy is killed by a "haunted violin." Later a cat sniffs the bow and dies, revealing that the bow's resin emits poison gas. In

Sherlock Holmes a dog howls for its dead mistress as the woman's brother concocts her body. This involves a grisly exchange of corpses. In *Sam Spade* a society reporter is pushed out a window. In *Treasure Agent* a "T man" battles a gun-toting gambler named Manville Pink. In *Counterspy*, Hero David Harding exposes a fake insurance company after the company's boss and secretary pull pistols on him.

The Shadow fairly growls with menace as a mad doctor kills a woman, hides her corpse in a closet and then prepares to operate on a girl just for the fun

of it. He runs upstairs, tosses a man out a window, later decides to jump himself. In *Nick Carter* the infallible Carter captures a woman fence who has slain a policeman. *The Man Called X*, who also suffers from infallibility, traces a band of gun thieves to Nigeria where justice and the natives catch up with them (upper left). The natives blow them up by firing flaming arrows into their grenades. Total carnage for the night: at least a dozen violent deaths with the victims being stabbed, poisoned, shot, blown up and thrown out of windows, plus one exceptionally messy suicide.

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'round
her
ankles
her
instep

or
toes
she
shall
have
beauty



wherever she goes



A new look at your feet! The look of straps—high, low or in between—in shoes smartly, beautifully crafted in the Florsheim tradition of quality. See them in patent, calf or suede, wear them in beauty wherever you go.

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Makers of Fine Shoes for Men and Women

SPEAKING OF HORROR

CONTINUED

THIS IS FORBIDDEN



RADIO SETS LIMITS to the kind of murder which may be committed, a fact which may surprise many listeners. An unofficial code drawn up last year by the National Association of Broadcasters forbids 1) excessive horror in slaying, 2) kidnapping or beating of children, 3) third-degree methods by the police.

THIS IS PERMITTED



IN SPITE OF CODE some shows manage to get in a stomachful of horror. Recently *The Shadow*, as re-enacted above, dramatized the work of two grave robbers who employ such useful instruments as a vise and blowtorch to mutilate and kill their partner. The Shadow (in black hat) balks another murder.

Have you discovered pantry-shelf ham?

Now you can just reach up on your pantry shelf when you want some really delicious ham for breakfast or dinner! That is, if you're the foresighted type and have brought home a few tins of Armour Star Chopped Ham from the handy Armour Canned Meat Department of your favorite store. Like all

the other wonderfully different Armour Star Pantry-Shelf Meals this grand ham is mighty versatile. It's such good eating cold or hot—served simply or in fancier party dress—for any meal at all! Your family will love it each and every time—and so will your hard-working meat budget!



It's **ARMOUR** Chopped **HAM**

It's **ALL HAM**

—whole ham boned and chopped

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—pressure-cooked in its own juice

It's **QUICK-TO-SERVE HAM**

—delicious cold or quick-heated

It's **SWELL-TASTING HAM**

—nothing added but seasoning

It's **ECONOMICAL HAM**

—no bone or waste



ANOTHER **ARMOUR 'STAR'**

PANTRY-SHELF MEAL!



Ham 'n' Eggs—with a New Twist!

Add a touch of novelty to breakfast tomorrow—serve your scrambled Cloverbloom Eggs with lightly browned slices of Armour Star Chopped Ham and fried bread cubes! Fry the ham slices (1½ minutes to the side) and six slices of

bread (cubed) together in a little fat—that's all! It's so easy—and so good! And a good idea for lunch, too!

For other new recipes for Pantry-Shelf Meals, write Marie Gifford, Dept. 220, P. O. Box 2053, Chicago 9, Illinois.

The best and nothing but the best is labeled:

ARMOUR 



"You could have knocked me over with a magnolia blossom!"



Ever since we were married, Jim's Aunt Sue-Belle has been begging us to come to New Orleans for Mardi Gras. This year, we made it. Such fun—from topping off dinner with *Café brûlot diabolique* at Antoine's, to all the parties and parades!

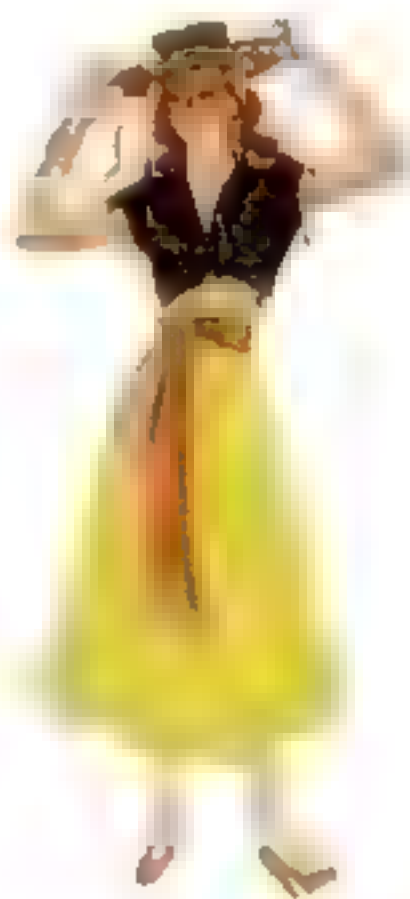


After dancing till dawn, I was mighty happy to fall into bed. Next afternoon at breakfast, Aunt Sue-Belle asked how I slept. "It was a treat!" I sighed. "Those smooth, luscious percale sheets—wish I could afford to sleep in such luxury *all* the time!"



"Well, honey, and why not?" Aunt Sue-Belle asked. "Those magnolia-petal beauties of mine are Cannon Percale Sheets—the best little old value ever. Why, they don't cost very much more than heavy-duty muslins. And they just wear and wear and wear!"

Later, when we were helping each other dress, Aunt Sue-Belle told me more. "Those Cannon Percales, now—they're so fine and light weight they're easier for bedmaking and laundering. You remember 'em when you go to buy!" I twinkled. "Honey chile," I said, "reckon that'll be mighty *soon*!"



Cannon Percale Sheets

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CONTENTS

THE WEEK'S EVENTS

GANDHI JOINS THE HINDU IMMORTALS	21
PHOTOGRAPHS FOR LIFE by MARGARET BOURKE-WHITE AND HENRI CARTIER-BRESSON	
2,198 MINNESOTANS FISH THROUGH THE ICE	30
U.S. TEAM WINS THREE OLYMPIC TITLES	32
EDITORIAL: THE PALESTINE PROBLEM	34

ARTICLE

OLD MIKE'S BIG STRIKE, by CHARLES J. V. MURPHY	51
--	----

CLOSE-UP

TENNESSEE WILLIAMS, by LINCOLN BARNETT	113
--	-----

PHOTOGRAPHIC ESSAYS

LAMASERY	78
ROCKET TOWN	103
PHOTOGRAPHS FOR LIFE by J. R. EYERMAN	

SCIENCE

INCENDIARY BATS	45
-----------------	----

MOVIES

"AN IDEAL HUSBAND"	60
MOVIE LINGERIE	85

NATURE

CLEVER OCTOPUS	85
----------------	----

THEATER

HANDSOME COUPLE	71
-----------------	----

HOUSING

OLD HOUSE MADE NEW	90
--------------------	----

SPORTS

BEST INDOOR MILE	95
------------------	----

ART

KANSAS CITY'S NEW LADY	101
------------------------	-----

OTHER DEPARTMENTS

LETTERS TO THE EDITORS	7
SPEAKING OF HORRORS: ONE SUNDAY EVENING'S CARNAGE ON THE RADIO	14
PEOPLE	39
LIFE GOES TO A PARTY	128
MISCELLANY: ALLIGATOR LOVERS	134

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LIFE'S COVER



Joan Tetzel learned how to act first as a child radio performer, then as a theater understudy, then in small parts with Ingrid Bergman and Helen Hayes on Broadway. After her stage hit, *I Remember Mama* (1944), she went to Hollywood for *Duel in the Sun* and *The Paradine Case*. Joan, whose father is a New York illustrator, is 25 and unmarried. She has earnestly read all the novels of Proust and enjoys Stravinsky's symphonies. She is a fiery crusader for highbrow theater, which may account for her success as the pretty, crusading suffragette in the new play, *Strange Befellows* (pp. 71-72).

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

COVER—ARNOLD NEWMAN	48—NAVAL PHOTOGRAPHIC SERVICE—AIR FORCE,
7—CARROLL CLOAR	WRIGHT FIELD, DAYTON, OHIO
14, 15—DRAWING BY CHARLES ADDAMS	51—FRANK SCHERSCHTEL, DRAWING BY RAY BETCHERS
16—BERNARD HOFFMAN	52—FRANK SCHERSCHTEL—REAR BY FRANK STOCKMAN
21—MARGARET BOURKE-WHITE	54—FRANK SCHERSCHTEL, ALBERT FENN
22—MARGARET BOURKE-WHITE, CARTIER-BRESSON FROM MAGNUM	58—FRANK SCHERSCHTEL
CARTIER-BRESSON FROM MAGNUM	60, 61—LONDON FILM PRODUCTIONS
23—MARGARET BOURKE-WHITE	63—PAT ENGLISH—LONDON FILM PRODUCTIONS
24 THROUGH 27—CARTIER-BRESSON FROM MAGNUM	LONDON FILM PRODUCTIONS
28, 29—CARTIER-BRESSON FROM MAGNUM	65, 66—R. J. EASTMAN
MARGARET BOURKE-WHITE (2), CARTIER-BRESSON FROM MAGNUM	71, 72—ARNOLD NEWMAN
30, 31—DWIGHT W. MILLER OF THE MINNEAPOLIS TIMES FROM JNT	74 THROUGH 81—MARK KAUFFMAN
32, 33—MARK KAUFFMAN EXC. T. COL. WERNER BISCHOF FROM U.S.	85, 86, 89—SHARLAND FROM U.S.
39—BRITISH COMBINE—ACME, EVENING STANDARD, WORLD	90, 91, 92—BEN SCHMALL
40—EDWARD CLARK—A.P.—A.P.	95—GJON MILI
42—A.P.	96—PAUL NODLER
43—AIR FORCE PHOTOGRAPHIC DEPT., HONOLULU, TEXAS—AIR FORCE, WRIGHT FIELD, DAYTON, OHIO	98—GEORGE SKADDING
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HOW A MAN OR WOMAN CAN RETIRE AT 55 ON \$150 A MONTH

"LIFE looks mighty good to me today. I'm driving to Florida, maybe Mexico. I'm free to do the things I've always dreamed of doing—golf, fish, laze around a beach somewhere. For, you see, I'm retired now—with a check for \$150 a month, every month, as long as I live.

"Strangely, I owe my luck to the crash and the depression. When the bottom dropped out of the market, I still had a good job, but my savings were wiped out.

"Up till then, I'd looked forward to having enough to retire on some day. But in '29, I was nearly forty. With almost half my working years gone, I'd have to start over again.

"And suppose I could save enough, how would I invest it? I'd already learned how little I knew about stocks.

"About that time, Jim Fisher, who worked in our office, announced he was retiring. I told him how I envied him—and how hopeless it seemed for me to ever afford to retire.

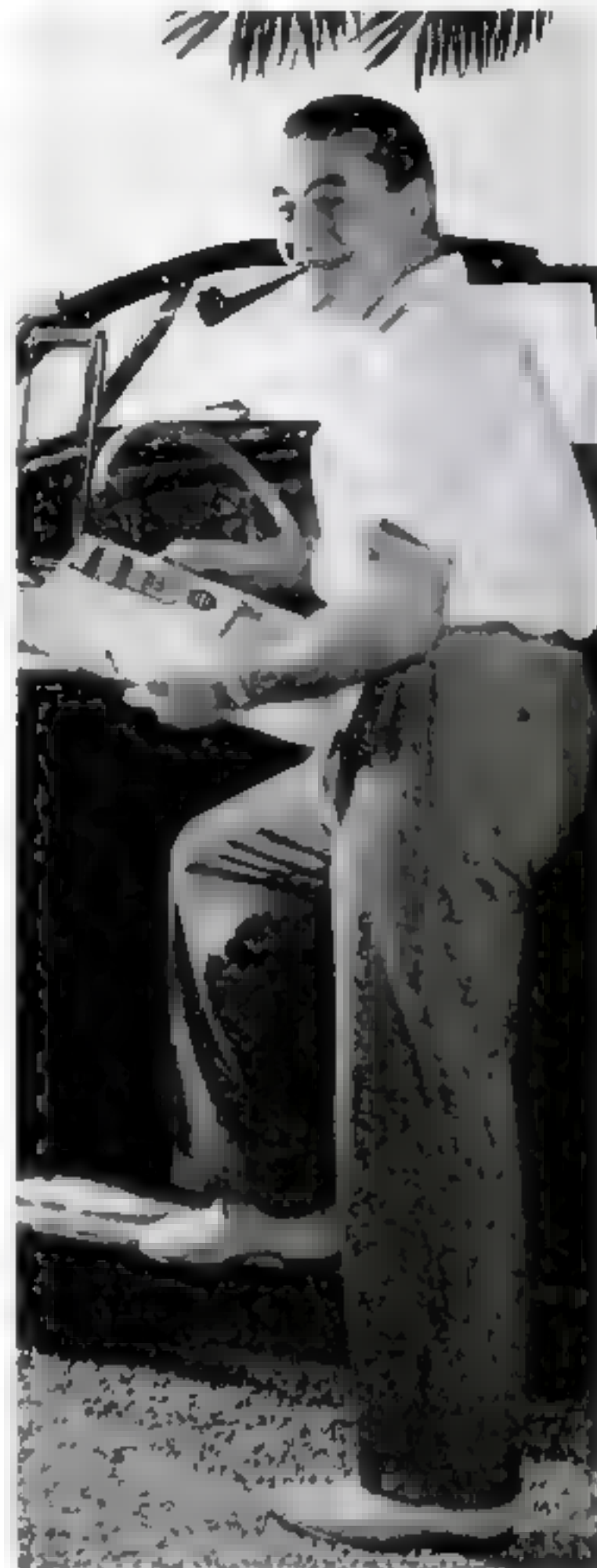
"But Jim said something that surprised me. 'You know, you're luckier than I am. You can retire—easier than I did. You can plan now to get a guaranteed income, with no investment worries, when you're, say, 55. For men in their forties—or younger—there's a modern answer to the retirement problem. You needn't be rich. You needn't have a lot of money saved.'

"I asked him what the answer was. He said, 'It's called the Phoenix Mutual Retirement Income Plan. It's a way you can make part of your salary now buy you a retirement income later. There's only one secret—starting in your forties—or sooner!'

"I jotted the name on my calendar pad, and, after Jim left, I wrote to Phoenix Mutual. Back came a booklet telling all about Retirement Income Plans. *This was the answer for me!*

"Not long after that, I qualified for a Phoenix Mutual Plan. And what a feeling of security it gave me. It guaranteed \$150 a month, every month, starting in 15 years. Meanwhile, till I reached retirement age, it protected my family with life insurance.

"Those fifteen years went mighty fast. A while ago, I got my first Phoenix



Mutual check and retired! Thanks to my Phoenix Mutual Plan, I have no money worries."

Send for Free Booklet

This story is typical. Assuming you start at a young enough age, you can plan to have an income of \$100 to \$200 a month or more—starting at age 55, 60, 65 or older. Send the coupon and receive, by mail and without charge, a booklet which tells about Phoenix Mutual Retirement Plans. Similar plans are available for women.

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ALBANESE

Addio del passato from "La Traviata" and Micaëla's Air from "Carmen" are sung with deep feeling by Licia Albanese, star of the Metropolitan Opera. . . . 12-0014, \$1.00.



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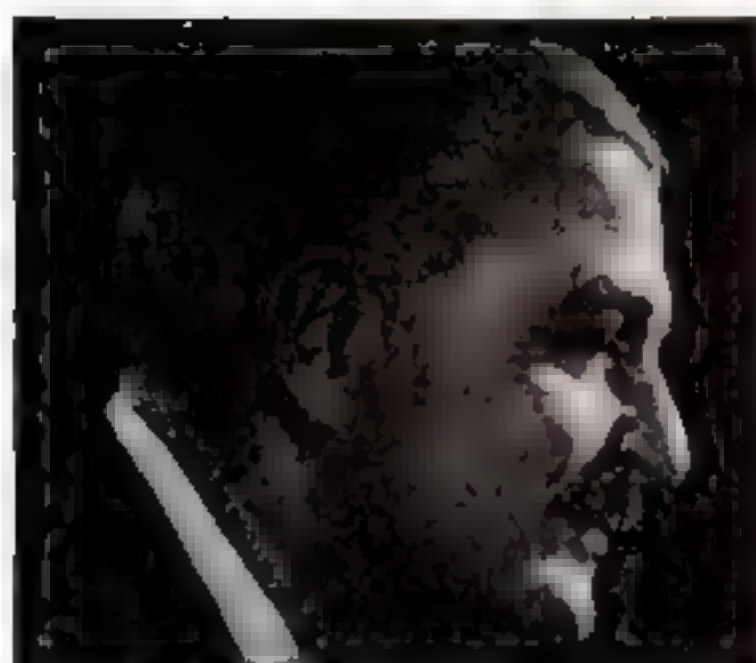
"The Bartered Bride" Overture is given a rousing performance in a sparkling new record by the Chicago Symphony Orchestra, conducted by Désiré Defauw. 12-0018, \$1.00.



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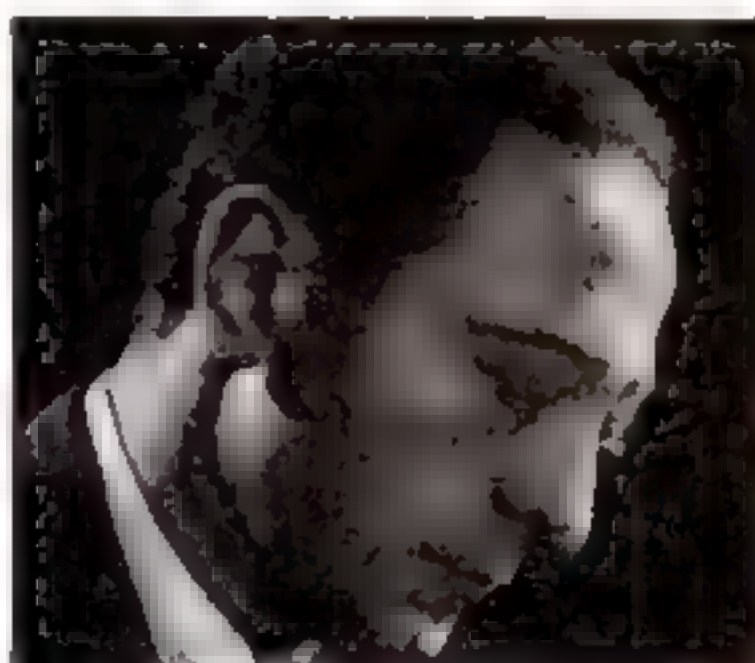
Johann Strauss's music for the ballet, *Graduation Ball*, is played with gay spirits by the Dallas Symphony Orchestra, Antal Dorati, conductor. RCA Victor Album DM-1180, \$5.00.

...to enjoy at home



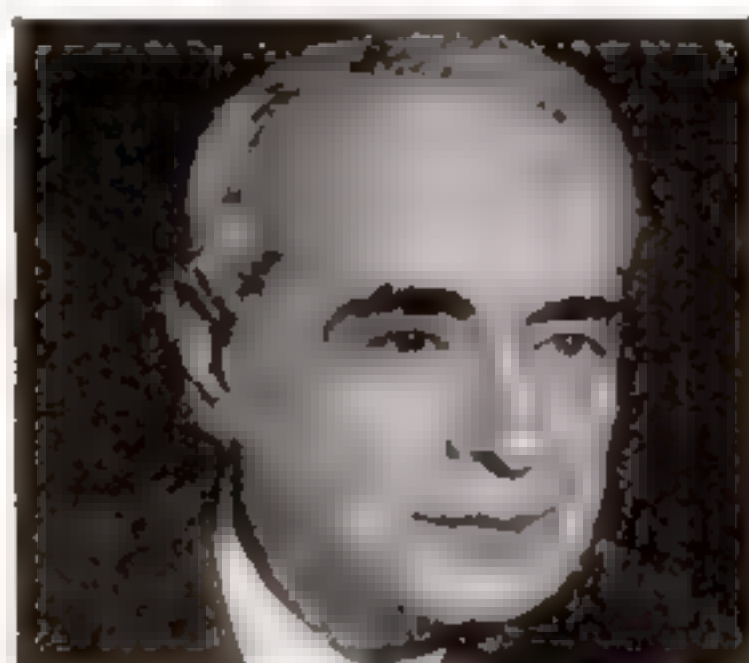
FIEDLER

Schumann's beloved songs, *Träumerei* and *Abendlied*, are sensitively played for you by the Boston "Pops" Orchestra, conducted by Arthur Fiedler, on Record 12-0017, \$1.00.



HEIFETZ

Heifetz' violin beautifully sings the melodies of Bruch's *Scottish Fantasy*. Steinberg conducts. Album DM-1183, \$4.00, or Album DV-11 (on nonbreakable records), \$7.00.



KOUSSEVITZKY

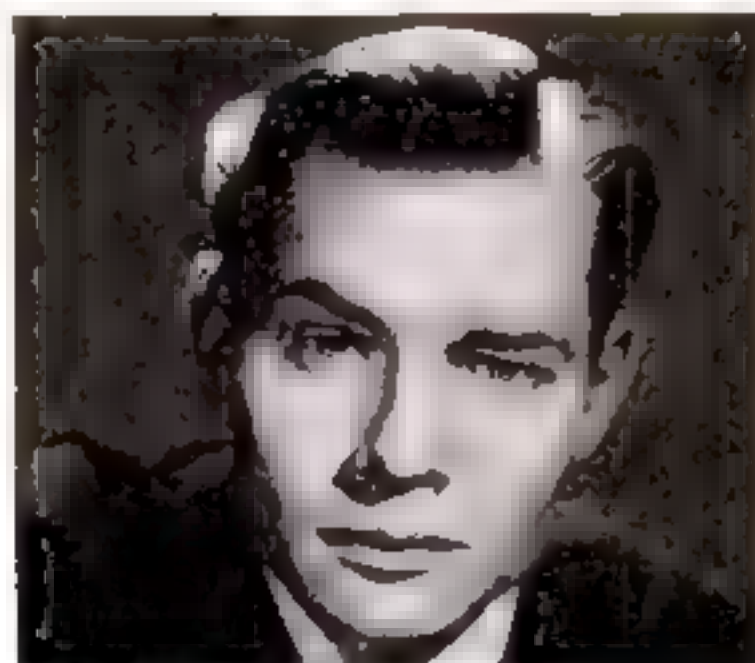
All the drama and melody of Tchaikovsky's *Francesca da Rimini* are expressed by the Boston Symphony Orchestra, conducted by Serge Koussevitzky. Album DM-1179, \$4.00.

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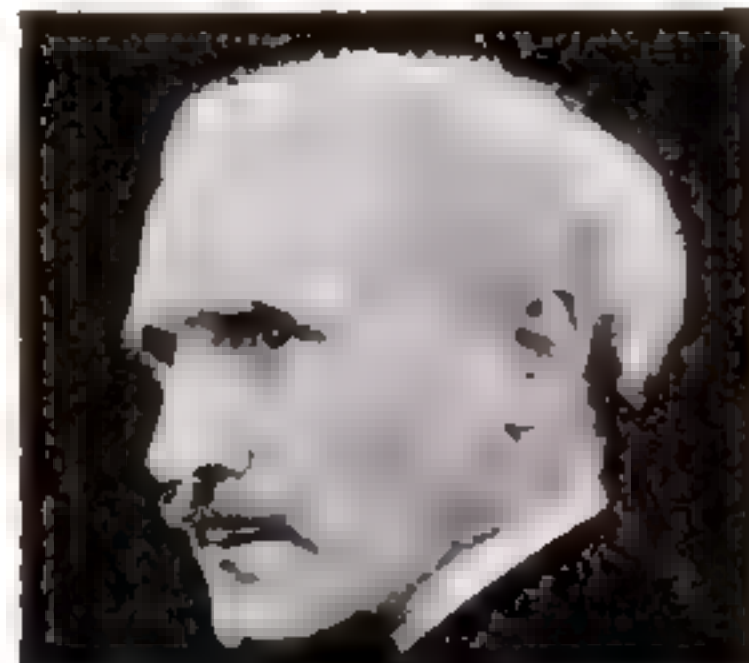
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Enjoy the Polka and Fugue from Weinberger's "Schwanda, the Bagpipe Player," by the Minneapolis Symphony Orchestra, conducted by Mitropoulos. 12-0019, \$1.00.



SHAW

The stirring *Magnificat* of J. S. Bach is now in a superb album by Robert Shaw conducting the RCA Victor Chorus and Orchestra. With Blanche Thebom. DM-1182, \$4.75.



TOSCANINI

Hear the famous "Romeo and Juliet" Overture of Tchaikovsky as recorded by Toscanini and the NBC Symphony Orchestra. It is a masterly performance! DM-1178, \$4.00.

AND DON'T MISS
THESE FAMOUS
RECORDED
MASTERPIECES!

The *Blue Danube* and *Tales from the Vienna Woods*. You'll never tire of playing these two liting Strauss waltzes . . . especially in the delightful arrangements by Leopold Stokowski and the Philadelphia Orchestra. Record 15425, \$1.00.



Schubert's *Symphony No. 9, in C*, is now available in a new recording by Toscanini and the NBC Symphony Orchestra. Toscanini expresses all the joyous beauty of its melodies . . . all its thrilling grandeur and vitality! Album DM-1167, \$7.00.

'Golden Moments of Song brings you the glorious tenor voice of Jon Peerce, star of the Metropolitan Opera. He sings four sun-drenched Italian songs: *O Sole Mio*, *La Danza*, *Torna a Surriento* and *Mattinata*. Album MO-1099, \$2.50.



Piano Music of Chopin and Liszt features the amazing artistry of Vladimir Horowitz. He plays Chopin's dramatic *Ballade No. 1* and his lovely *Nocturne in F-Sharp*; Liszt's unforgettable tone poem, *Au Bord d'une Source*, and his fiery *Hungarian Rhapsody No. 6*. DM-1165, \$4.00.

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THE WORLD'S GREATEST ARTISTS ARE ON

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THE MAHATMA'S BODY on its rose-strewn bier is placed on a special vehicle for the journey to the burning ghat. Bald Sardar Vallabhbhai Patel (foreground, back

turned) sits at Gandhi's feet, while sorrowing Premier Jawaharlal Nehru (upper left) and Britain's Earl Mountbatten (top, back to camera) prepare to start the long trek.

GANDHI JOINS THE HINDU IMMORTALS

PHOTOGRAPHS FOR LIFE BY MARGARET BOURKE-WHITE AND HENRI CARTIER-BRESSON

At the burning ghat by the sacred river Jumna on the cloudless afternoon of Jan. 31, a pillar of white smoke rose against the slate-blue sky. It bore aloft, to the eternal company of the Hindu gods, the great soul of Mohandas Karamchand Gandhi. A million Indians, gathered on the Jumna's banks, shouted, "*Mahatma Gandhi amar ho gae*" ("Mahatma Gandhi has become immortal").

The ceremonial cremation of the Indian saint

the whole world mourned came less than 24 hours after his assassination (LIFE, Feb. 9). The night of his death Gandhi's body was clothed in white homespun and his face was anointed with a paste of sandalwood. At dawn thousands of people—old friends, cabinet ministers, Hindus, Britons, Moslems and Sikhs—crowded about New Delhi's Birla House with flowers for Gandhi's bier (p. 22).

Shortly before noon, Gandhi's bullet-torn body

—draped in the tricolor flag of the new Indian Union—was placed on a hand-drawn weapons carrier (above), and the six-mile journey to the Raj Ghat began. For five hours the huge, slow-moving, noiseless procession moved majestically through New Delhi's dust (p. 23). Then, at the simple sandalwood pyre, while police beat back the pressing throngs, Gandhi's third son, Ramdas, consigned his great father to the sacred flames (pp. 26-27).



ON BIRLA HOUSE TERRACE (above) Gandhi's shrouded body is displayed to thousands the morning after the assassination. Mourners began arriving before dawn, and included India's Governor General. Indian flag (top) was raised to half mast, where it would remain for 13 days.



INSIDE BIRLA HOUSE some of Gandhi's faithful followers watch from an ornate staircase (above) as his body is removed for the funeral procession. Others had sat all through the night by flower-decked bier (below), reading over and over selections from the Hindu scriptures.



MOUNTBATTEN AND DAUGHTER SOLEMNLY VIEW BIER

ON DAY OF DEATH HE TALKED OF LOVE AND THE ATOMIC BOMB

Margaret Bourke-White, who has been in India to photograph the great exchange of Hindu and Moslem populations (LIFE, Nov. 3) and the birth of the state of Pakistan (LIFE, Jan. 5), obtained what was probably the last interview with Gandhi. Here is her story:

Gandhi was dead less than an hour and lay now in his last sleep, his head cradled lovingly in the lap of his faithful secretary, Brij Kishen. Along the edge of his mattress sat women followers, rhythmically swaying and chanting the endless verses of the Hindu Bhagavad-Gita. Others crowded about his body, too numb even to weep while outside the crowd beat against the glass doors and windows of Birla House, striving for one last look. The stunned silence within the room of death was broken by the incongruous tinkle of windows crashing to the floor.

Seeing Gandhi so dead and so quiet it occurred to me that my talk with him earlier that day may have been the last interview of his life. He had tucked his thin legs under him, placed his dollar watch on the mattress before him and begun to spin while he waited for questions.

"Gandhiji," I began, "you have always stated that you would live to be 125 years old. What gives you that hope?"

His answer was short and startling, "I have lost that hope." "Why?" I asked.

"Because of the terrible happenings in the world. I do not want to live in darkness and in madness. I cannot continue. . . ." He paused and waited, thoughtfully picking up some strands of cotton and running them on the spinning wheel. "But if my services are needed," he went on at last, "or rather, I should say, if I am commanded, then I shall live to be 125."

"Last year," I said, "you visited the scenes of Hindu and Moslem rioting in Bengal and you said then that 'All is dark.' Tell me, have you found the light?"

"I have not found it yet," he said sadly. "I am struggling for it. If I could find the light my hope would revive."

Americans, I told him, were also filled with forebodings, particularly about the atomic bomb. "How would you use nonviolence against the atomic bomb?" I asked.

"Ah, ah," he answered. "How shall I answer that?" He spun quietly for a moment and then said, "By prayerful action."

"You would pray while the planes are overhead?" I asked.

Gandhi shook his head. "I said prayerful *action*. I would come out in the open and let the pilot see that I had not the face of evil against him." Gandhi paused. "The pilot would not see my face at such a height," he said, "but that longing in our hearts that he won't come to harm would reach up to him and his eyes would be opened. Those who were done to death in Hiroshima by the bombs, if they had died with that prayerful action, died openly with prayer in their hearts, without uttering a groan, the war would not have ended as disgracefully as it has. It is a question now whether the victors are really the victors or the victims. The world is not at peace. . . . It is still more dreadful. . . ."

FUNERAL PROCESSION (opposite) was more like a great mass movement than an orderly parade. People have scaled electric poles for glimpse of bier (left foreground) while in distance others have gathered atop an Old Delhi shrine.





GANDHI'S HOUSEHOLD SURROUNDS GARLANDED PYRE. GRANDNIECES (WEARING GLASSES) FLANK DR. SUSHILA NAYYAR (CENTER). DR. JIVRAJ MEHTA IS AT LEFT

THE CLOSE DISCIPLES LAMENT AT HIS PYRE

Of all those who mourned none did so with such eloquent simplicity as those intimately concerned with Gandhi's daily life. When his body was brought to the place of cremation members of his spiritual colony could not contain their lamentations as they gazed upon the pyre. Neither could Pandit Nehru

(*opposite, top*), who faced a troubled future alone. After viewing the body the mourners moved back. The pyre was lighted with burning charcoal by Gandhi's son Ramdas. Then for a moment the agonized face of Gandhi's secretary (*opposite, bottom*) expressed the desperation of the people's grief.



GANDHI'S "HEIR" Jawaharlal Nehru (*above*) shows in his wan face the stunned sense of loss that was felt throughout India. On several occasions, before and after the

funeral, he broke down and wept. Nehru was Gandhi's closest political co-worker and in a quarter-century of politics the Mahatma had come to regard him as his own son.



GANDHI'S SECRETARY Brij Kishen (*above*) stares with grief-stricken intensity beside fire-enveloped body of the man whom he had served faithfully with complete and

self-sacrificing devotion. A trusted follower, Brij Kishen had handled much of the Mahatma's correspondence and had held him in his arms just after Gandhi breathed his last.



GANDHI'S FLAMING PYRE is surrounded by a crowd of nearly a million Hindus and Moslems who joined funeral procession to the Juma. As the flames asped, pover-

nous police charged through the crowd, beating people back. But could not snuff the thing — and its conviction of Gandhi's immortality as the flame of 1,000 pounds of



sandalwood, 320 pounds of ghee (melted butter), 160 pounds of incense and 30 pounds of camphor, consumed the Mahatma's body. Gandhi's intimates and admirers, including

Nehru, Patel and Earl Mountbatten, threw flowers into the blaze. The pyre burned 14 hours while devotees repeated text of the Bhagavad-Gita, the Song of the Blessed One.



AFTER GANDHI'S ASHES HAVE BEEN COLLECTED IN TWO HOMESPUN BAGS, HIS CLOSEST FOLLOWERS KNEEL SLOWLY BY THE CHARRED PYRE OR WALK SADLY AROUND



SPOT WHERE GANDHI FELL, leaving bloodstains on the earth, is later protected by a canvas cone. The faithful scooped up the dust around it to preserve as holy relics.



SHEET THAT GANDHI USED to cover dais during prayer meetings is reverently fondled. It will be preserved, along with his other meager possessions by his followers.



IT. FROM ALL OVER INDIA PILGRIMS CAME BY TRAIN, AIR OR ON FOOT TO THE TREE-BORDERED BURNING GHAT BY THE RIVER JUMNA TO OFFER SORROWFUL HOMAGE

BLOOD-STAINED SOIL AND ASHES BECOME HOLY RELICS TO HINDUS

The death of Mahatma Gandhi stunned all of the peoples of the great Indian subcontinent. Their communal differences forgotten for the moment, Hindus, Moslems and Sikhs put away their knives and walked together in sorrow. The morning after the cremation, Pandit Jawarharlal Nehru knelt at the pyre and laid a small garland of roses in the still warm ashes. As he rose to go, thousands of followers cried, "*Mahatma Gandhi ki jai! Pandit Nehru ki jai*" ("Victory to Mahatma Gandhi! Victory to Pandit Nehru").

The next day 100,000 reverent Indians, of all faiths, gathered at the Raj Ghat to see Ramdas Gandhi collect the Hindu saint's ashes, to be scattered in the seven holy rivers—the Ganges, Brahmaputra, Jumna, Indus, Nerbada, Cauvery and Godavari. But, as the pictures on these pages indicate, the remnants of the pyre, Gandhi's blood and even his prayer sheet already had become sacred and his followers had begun to worship the Mahatma as a Hindu god.



HANDFUL OF ASHES is given to a devotee. The fence had to be erected the day after the cremation to restrain grieving Indians from scrambling over the funeral pyre.



PICTURE OF THE WEEK

The remarkable wheel-like pattern, above, was formed by hardy Minnesotans who spent the frosty morning of Feb. 1 at the annual St. Paul Winter Carnival fishing contest on frozen White Bear Lake. Inside the wheel are some of the 2,196 fishermen who were assigned to specific segments of the contest area, chopped



Holes through the ice and busily set about trying to hook the biggest fish. Cars belonging to the spectators and fishermen made a neat rim for the 600-foot-diameter wheel. The blue-dye boundaries between the segments looked like spokes, and the judge's stand at the center formed a hub. The contest itself, however,

produced nothing so interesting as this design. A crane operator named John Finam won the contest by hooking an unspectacular 34-pound wall-eyed pike. The runner-up later had to throw back his 2-pound out-of-season catch. For all their trouble and risk of frostbite, the 2,196 contestants got only 75 fish.



U.S. TEAM (white jackets) parades in St. Moritz stadium on opening day of the winter Olympics. Americans

presented the snappiest appearance of all visiting teams and were greeted by a terrific roar from Gl— and tourists.



FIRST U.S. CHAMPION in Olympic skiing is Gretchen Fraser, whose husband competed in the 1936 Olympics.

U.S. WINS THREE OLYMPIC CONTESTS

Its team places third after bad start

In the picture postcard town of St. Moritz, Switzerland last week 1,000 athletes from 28 nations competed in the first Olympiad in 12 years. The Scandinavians maintained their traditional dominance in the cross-country skiing and speed skating, and after six days of competition the U.S. team floundered in seventh place. But on the seventh day the U.S. made a spectacular comeback, winning two Olympic championships which never before had gone to Americans. Skier Gretchen Fraser (*above*), a Vancouver, Wash. housewife, went flying 1 mi. Mt. Piz Nair to win the women's slalom. Then 18-year-old Dick Button (*top, opposite*) gave the week's greatest individual performance as he won the men's figure-skating title. The U.S. team went on to take first place in the four-man bobsled championships and finish a respectable third behind Sweden and Switzerland. However even this did not remove entirely the bad taste left in everyone's mouth by a dispute over which of two hockey teams should represent the U.S., a petty quarrel which for a few days menaced the very existence of the winter Olympics.



BEER DIET is part of the U.S. bobsledders' training. Their weight—up to 276 pounds—made sleds go faster.



FIGURE-SKATING CHAMPION Dick Button of Englewood, N.J., performs a split jump (*split*), one of the leaps which established him as the most spectacular skater of all time. Button, who is U.S. and European champion, made highest score in the history of Olympic figure skating. He did five figures which no other skater even attempted.

BOBSLED CHAMPIONS are members of No. 2 U.S. four-man team. Below, Driver Francis Tyler, a Lake Placid, N.Y., insurance investigator, streaks around a treacherous curve called Sunny Corner. Tyler used a push to make the four required runs down the mile-long course, on which three men have been killed. His average speed: 43 mph.



THE PALESTINE PROBLEM

FAR FROM BEING SOLVED BY A U.N. DECISION, IT CALLS FOR RESPONSIBLE U.S. STATESMANSHIP

During last Thanksgiving week Americans felt they had something to be thankful for which now turns out to be illusory. It was the news that the U.N. had "solved" the Palestine problem. The U.N. had decided that all Palestine should be divided into three parts—a Jewish state, an Arab state and an internationalized Jerusalem. But now we have to think about the problem harder than ever. For the "solution" is shaky.

The decision was the most important one in U.N. history. It was adopted by a two-thirds vote after long study and debate, and it had the backing of both the U.S. and the U.S.S.R. Will this unequivocal decision work? If not, the U.N. may become a more pathetic basket case than the old League of Nations after the Japanese nullified the decision on Manchuria. The setback to world peace might be equally profound.

This awesomely taken decision has very few real friends. The Arabs, aflame with nationalism, have declared effective war on its every clause. The Zionists' Jewish Agency was disappointed with some clauses, and some Zionists seem to nurture hopes beyond their legal share of the award. The British do nothing to help implement the decision. The U.N. stands back of the decision, but so far back that from the Mount of Olives, around which is being spilled the blood of Arabs and Jews, its blue banner is almost invisible. Even farther back is the U.S. government, which fathered the decision and must take responsibility for it.

"So Much with So Little"

The U.N. commission which is supposed to "implement" the partition ought to be in Palestine right now, preparing to take over when the British get out in May. But it is still at Lake Success, where it is the subject of a witticism, "Never have so few been asked to do so much with so little." Its job, when it gets to Palestine, will officially be to keep surrounding Arab states from getting too tough; to prevent Arab guerrillas from invading Palestine, and to suppress local violence. It must separate the two projected states politically while holding them together economically and set up a U.N. trusteeship in Jerusalem.

It cannot do all this without at least a token force of international troops. And the Security Council must decide whether to provide such a force or not. Now it is easy to say—and no doubt true—that the U.N. decision is law and that law must be enforced or the infection of anarchy will begin, to end Lord knows where. But what kind of force shall be used? Individual volunteers would need months of screening and training, and then might be ineffective. Contingents provided by some small powers might do the trick, although it would look funny if the men sent the boys to do the job. The Russians, no doubt, would be glad to send a force in and distribute more forces across Turkey and Iran "to maintain lines of communication." But who wants the Russians in there? As for the U.S., even if we were acceptable to everybody concerned, which we are not, Congress would not authorize a unilateral American force.

In this situation the Zionists have offered

to provide the force themselves—the Haganah, maybe after merging with the fanatical Irgun. All they ask is that American Jews provide the money and that the U.S. lift its arms embargo. Now it is true that, with English arms filtering through to Arabs in Palestine, the Zionists are bloodily penalized by the embargo. But equalizing the embargo will not enforce partition. Without effective U.N. policing the Zionists may be decimated, their state die in infancy and all the Jews of Palestine be put on the spot.

Repeal: An Alternative?

If partition is so hard to enforce, is there an alternative? Yes, theoretically. The U.N. Assembly could try to figure out some more workable solution. But only if the U.S. revises its own Palestine policy, for it was the U.S. that organized the two-thirds majority for partition.

Any move to revise would, of course, be a serious blow to U.N. prestige—a climb-down in the face of force. Moreover it would probably increase the fighting. Stalin could then maneuver over to the side of the fanatical ex-Grand Mufti and try to stir up the whole Arab world. This could be disastrous to the U.S., the U.N. and the 800,000 Jews in Arab lands.

These results of revision could be averted only by putting plenty of U.N. forces into Palestine in advance. So we have completed the circle: responsible enforcement takes force, and so does responsible revision. Either entails bloodshed.

When the whole question comes up in the Security Council shortly, the U.S. must fish or cut bait. We have exhausted the possibilities of a policy which wills an end but not the means. This irresponsible habit of ours is what drove the British into their present unhelpful frame of mind about Palestine. To help us make a sound decision, let us see how we got into such a mess.

U.S. policy has been influenced by two desires. One is to remain on good terms with the Arabs, particularly since our oil reserves in Ibn Saud's kingdom are essential to our military strength, the Marshall Plan and indirectly to the cause of peace. This desire is nurtured by the State Department. Then there is the desire of all our presidential candidates to do something for the so-called "Jewish vote." The something is to assist the Zionist agency. One candidate, in the White House, has prevented the State Department from adopting a responsible policy, and he has been abetted by pro-Zionist statements from Candidates Dewey, Taft and Stassen.

These two desires would really conflict if there were a Jewish vote. But is there? There never used to be. Only in the past two or three years have the Zionists been able to claim almost exclusive Jewish spokesmanship. Many Jews and Christians have long had sentimental and philanthropic interests in Palestine, but U.S. Zionism was always limited and before Hitler took power it showed signs of drying up. How much conversion has there since been to basic Zionism and the agency's special interests? Very little, we think.

What makes the Zionist cause seem politically important is legitimate Jewish despair—Hitler's Christian conquerors did nothing se-

rious about the pitiful Jewish survivors in Europe, 175,000 of whom are still behind barbed wire as DPs. Congress should long since have passed the Stratton Bill to let some of them into the U.S. The Zionists (who have not given support of that bill a high priority) seized on Congress' failure as propaganda material. Many non-Zionists were made to feel that the only way to help the DPs was to let the Zionists carry the ball.

But our politicians would be really stupid to conclude that U.S. Jews want them to gamble with our national interest, peace and the fate of Middle Eastern and world Jewry to please the agency. Certainly American Jews will not support those pathetically desperate Zionists who, like Mr. Sneh of Palestine, try to play the same game between Moscow and Washington that has worked so well between Republicans and Democrats.

A Bipartisan Policy

It is time for an end to the poker game in which Republicans raise, Democrats re-raise and Zionists ride along. It is time for a bipartisan policy in the interests of the U.S., of the U.N. and of world peace. To get it, the first thing is to pass the Stratton Bill. Then Zionism and the DPs can be kept as separate politically as they are in fact. The next thing is to show that the U.S. is ready to do its share in policing the Holy Land, whether to bolster the U.N. by enforcing partition or to get U.N. off the hook by revision. So we had better be prepared to use force.

Beyond that the whole Palestine question should be returned from the political arena to the State Department, where it belongs. The department can work out details of policy from its full knowledge of the Middle East. It should look at the U.N. formula closely: not just partition but "partition with economic union." The idea is novel and difficult, but the economic union angle might prove helpful—especially in view of the proved desert-transforming talents of the Jewish immigrants. Moreover there are Arabs who, if they dared come out in the open, would make a deal with the Jews of Palestine. They should be encouraged. So should the handful of moderate Jews of Palestine, who would meet them halfway and say so bravely every day under the leadership of California-born President Magnes of the Hebrew University in Jerusalem.

Blood will still be shed. It is impossible to see now with just what degree of partition or union Palestine should wind up. In the words of our delegate who voted for partition, "This thing is just beginning." But if we now pull ourselves together we may carry it through, bringing peace to a Middle East which is, after all, large enough for Moslems, Christians and Jews and tempering the U.N. in the fire of a struggle with a real task.

There is no more important question before the State Department, but they can't solve it until it is first faced up to by our presidential candidates, in the White House and out. Our politicians may be surprised by the readiness with which the Jews of America, like other Americans, will support a true bipartisan national policy. They have never failed to.



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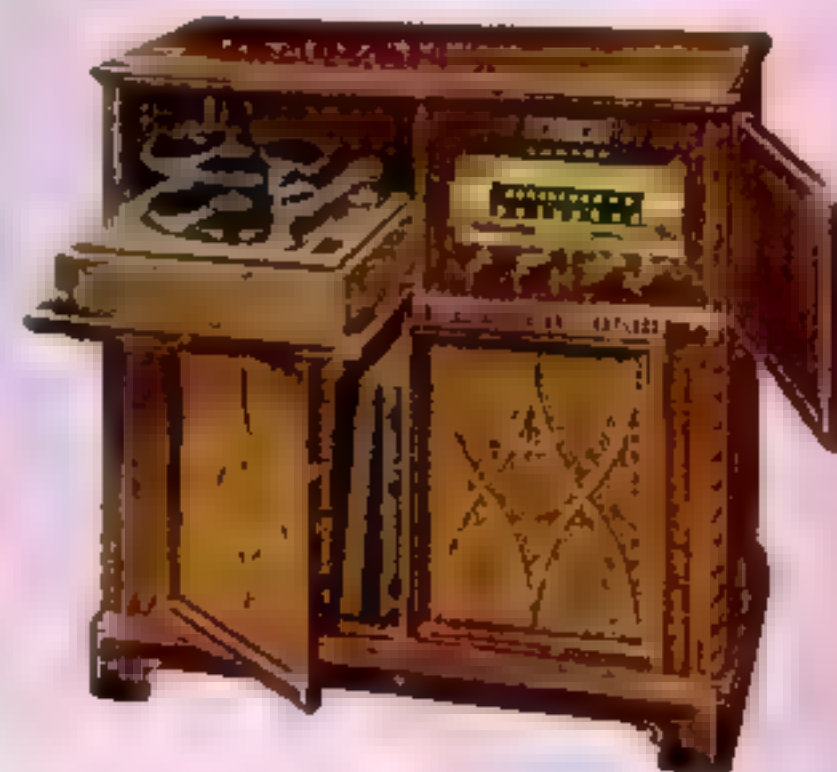
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cream that lathers luxuriously in hard or soft water—quickly (no special rinse)—easily—inexpensively (many shampoos in the standard jar). Lustre-Creme Shampoo contains pure, gentle *lanolin* combined with secret ingredients, assures marvelous softness and obedience to the hair. Make your next shampoo a Lustre-Creme treatment and see how clean, fragrant, delightful your own hair can be. You will find Lustre-Creme Shampoo in attractive blue jars. At all cosmetic counters.

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a painting for
Lustre-Creme Shampoo
by JOHN FAITER

so many have that
"lots-of-comb-and-brush" look!

Because Lustre-Creme Shampoo leaves the hair
OBEDIENT to brush and comb it is preferred by girls
and women who prize a particular style of hair
arrangement. Like thorough brushing, Lustre-Creme
Shampoo cleanses each strand thoroughly, so that
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*The cream shampoo
for true hair loveliness*



Four ounces \$1.00—Family 1 lb., \$3.50
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*Just a fingertipful of Lustre-Creme Shampoo makes
heaps of fragrant lather that gives your hair a wonderful
new beauty treatment. Your hair dries silky
and soft, yet obedient to brush and comb,
glinting with attractive highlights. Lustre-Creme
Shampoo is kind to your natural, permanent,
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So, this evening, at your favorite bar or at home before dinner, we wish you'd try an Old F fashioned made with Four Roses—and see for yourself how its delicately *distinctive* flavor makes a

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Your taste, we believe, will tell you that there is no other whiskey endowed with quite the same mellow smoothness, the same flavorful perfection.

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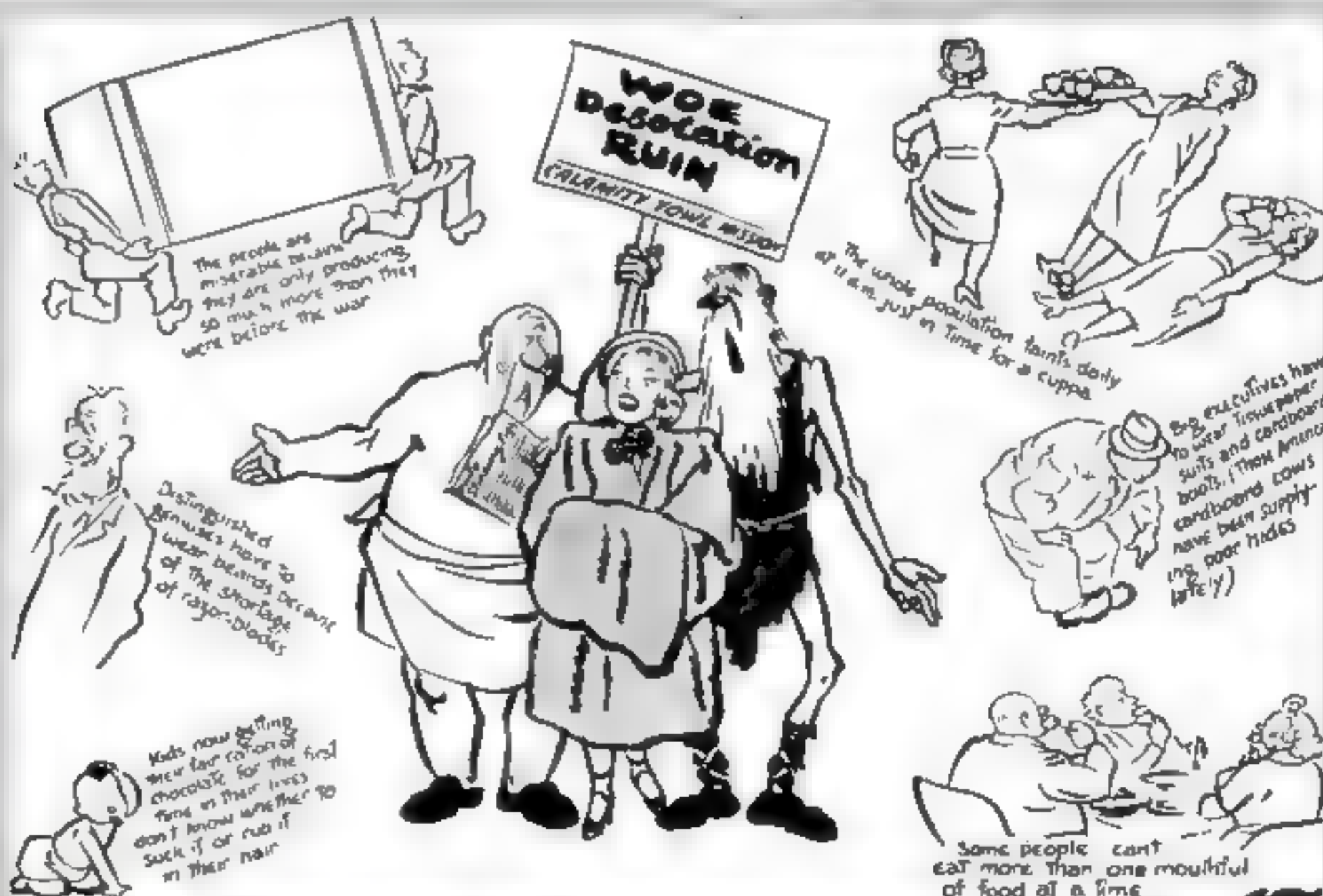


PEOPLE

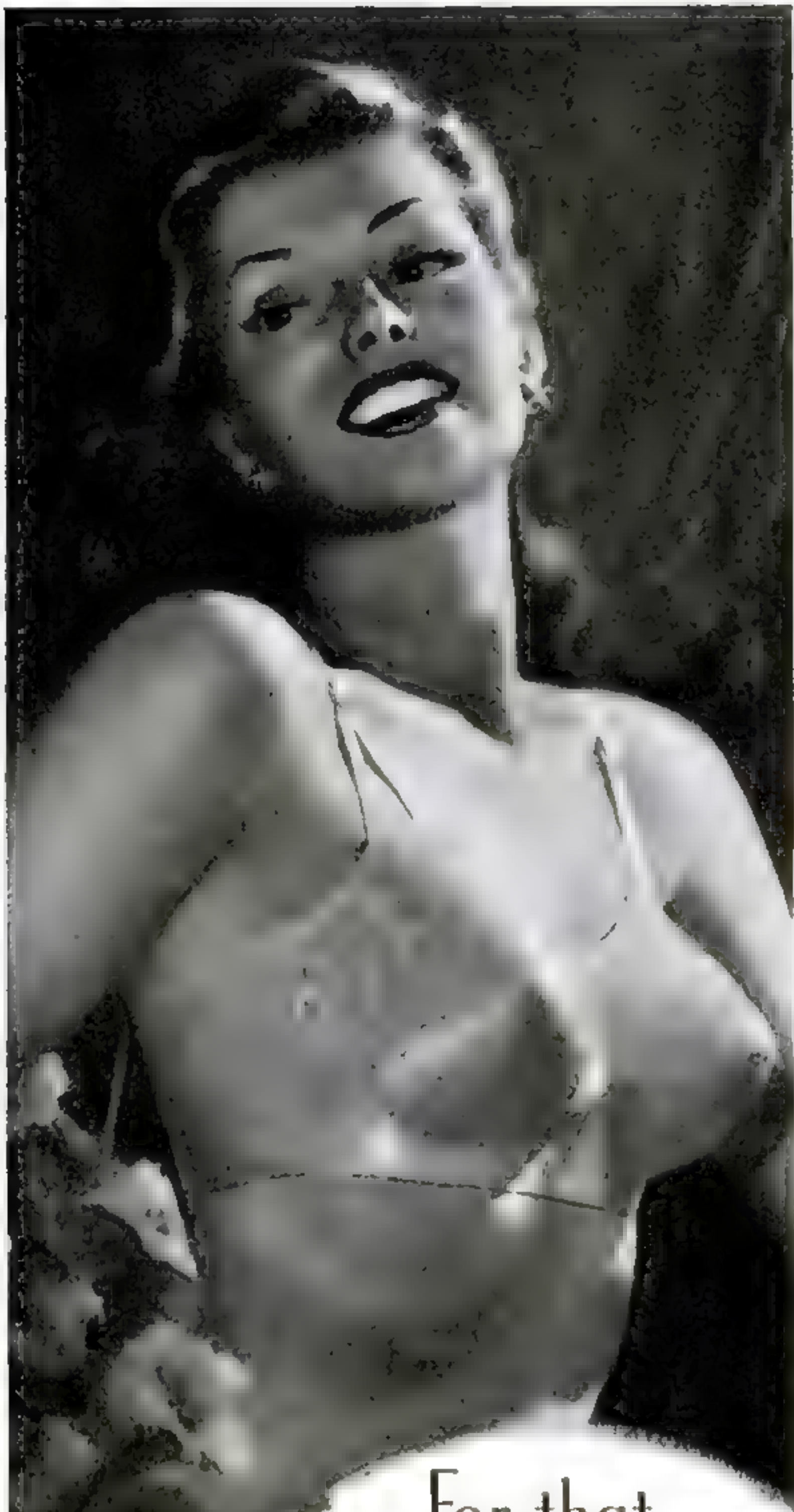
ABSTINENCE ABROAD was demonstrated at a London luncheon recently when Great Britain's austere high priest of austerity, Minister of Economic Affairs Sir Stafford Cripps (*right*) sternly fended off a bottle of champagne. This denial was eloquent of a Spartan quality that is enviably in tune with British times. Besides being a teetotaler, Sir Stafford is a vegetarian and addicted to early rising, cold baths and salads made with shredded parsnips. Whatever they may think of Sir Stafford's handling of Britain's economy, most Englishmen respect his intellect and integrity but are inclined to agree with comfort-loving Winston Churchill, who once saw Sir Stafford go by and remarked, "There, but for the grace of God, goes God."



INNOCENT ABROAD, Loretta Young had a gay visit in London last November. She saw the sights and made a graceful curtsy when she and her husband met the Queen (*above left*). Back in the U.S. Jan. 26 Loretta gushed her impressions of British austerity to a U.S. reporter. Among them: a bearded man who could not get razor blades to shave, a child



who did not know whether to lick or bite a candy bar, workmen fainting for lack of food, a businessman wearing shoes patched with cardboard. When British papers ran the story there was a huge national guffaw at Loretta and a wickedly funny Low cartoon (*above right*). Afterwards an abashed Loretta gave her sources of information. Most of it was gossip.



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LABOR LEADER David Dubinsky of the garment workers was in Miami last week mixing business with pleasure. He strolled on the beach with his wife (*above*) but found time in the A.F.L.'s executive meetings to prevent ex-Senator Burton K. Wheeler's appointment as its political director. He cited Wheeler's reluctance to purge all Taft-Hartley Act supporters.



SECOND SET OF TRIPLETS was born last week to Mrs. Michael Walker, 40-year-old wife of a Syracuse, N.Y. repairman. Five years ago Mrs. Walker had the girl and two boys at top. Between 12:06 and 12:14 p.m. Feb. 6 she gave birth to the boy and two girls shown below. According to the New York State Health Department, Mrs. Walker is one woman in 54 million.

CONTINUED ON PAGE 42

FREE! (TO EVERYONE!) Be our guest at breakfast 24 times!



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GONE



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You can't taste words! So instead of telling you how good our new hot cereal, Grape-Nuts Wheat-Meal, is, we're *proving* it!

We'll treat your family to a full-size, 24-oz. package—24 average servings—of this creamy-rich, wholesome whole wheat cereal **FREE!**

Is there method in our madness? You bet there is! Because we *know* you've never in your born days tasted such flavorsome, satisfying cereal as piping-hot Wheat-Meal, and that once you do, you'll be a customer for life.

HERE'S HOW TO GET YOURS! HURRY!

1. Ask your grocer for Grape-Nuts Wheat-

Meal. Pay for it—temporarily.

2. Serve it. Then let anyone in your family write a letter telling how much was paid for it, and whether or not they like it, and mail with the Grape-Nuts Wheat-Meal box top, and your name and address, to Post's, Dept. L-2, Battle Creek, Michigan.

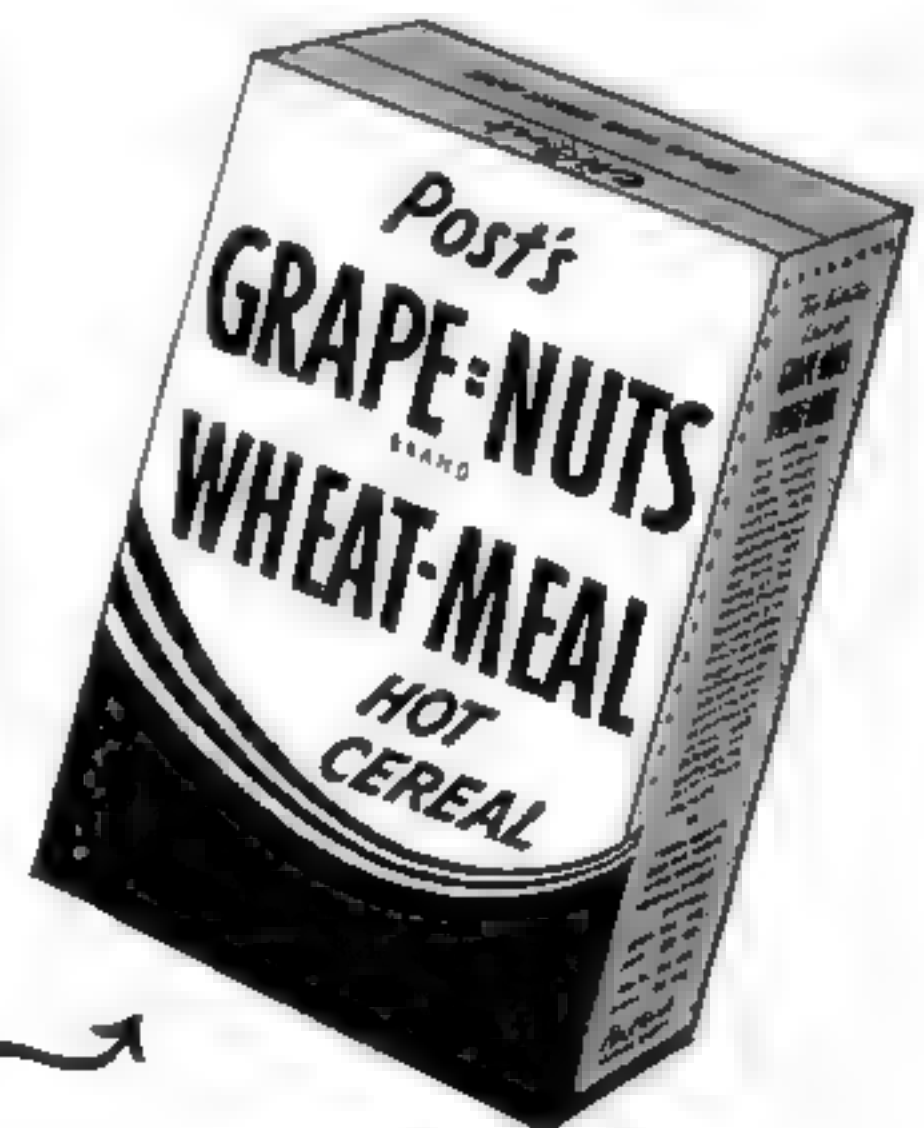
3. Refund of purchase price will be mailed to you right away.

Show this ad to mother and ask her to tear off this corner as reminder: (Cooks in 3 minutes.)

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—without the slightest
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Yes, Fleischmann's Gin is "dry" dry . . .
100% dry! That's one of *Four Big Reasons*
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PEOPLE CONTINUED



SERGEANT TURNED BRIGADIER Russell K. Haight last month renounced the 8,000-man command he claimed he held in the rebel Kashmir army and returned home to Denver. In World War II Haight was a first sergeant in the U.S. Army.



RULER TURNED PRIVATE Lafoai Lauvale Lutu Peni declined a recent U.S. request that he return to his peacetime job as a chief in the Samoan Islands. Peni added that he much preferred to finish his hitch in the U.S. Air Force in Germany.

We even engineer the air



YES—we have coil-springing on all four wheels, and that's wonderful.

YES—the seats are wider in a Nash, and there's more headroom and stretch-room for everybody. And a Convertible double Bed, too, if you like.

YES—a Nash "600" delivers 25 plus miles to a gallon at average highway speeds.

But this doesn't begin to explain the overwhelming and ever growing swing to Nash—

Because what people get in a Nash *can't be had in any other automobile* at any price!

We even engineer the air in a Nash. For with the famous Weather-Eye Conditioned Air System you

enjoy automatic heat and ventilation . . . freedom from overcoats and gloves, stuffy air, dust, drafts, fogged up windows.

You get the strength and quietness of a single, welded unit body and frame.

You get a *brand-new feel* to an automobile—a swifter, quieter, more enjoyable way to travel.

And you get the fine old-time ruggedness of a Nash—the dozens of quality features and extra values that have built a world-wide tradition of lasting dependability.

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Product of Nash research and engineering, new Unitized body-frame construction sets the pattern for tomorrow. Built a new way, with frame and body *welded* into a single steel-girdered unit, it is lighter and immeasurably stronger. 8500 spot welds eliminate noise-making joints.

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Thanks, neighbor!

Your Beef Mexicana is delicious made with...

It costs so little! And when your menfolk taste this flavorful dish from down Mexico way, well —

You'll be glad we've made it such a snap to prepare.

For, instead of long, tedious simmering, you make it with ready-to-use Hunt's Tomato Sauce.

This rich cooking sauce is already kettle-simmered, for you! With delicious spices and seasonings. Why, it takes

more than four fresh tomatoes to make one can of Hunt's. But it costs you only a few cents!

You simply cook Hunt's Tomato Sauce into recipes that call for tomato. Stews, spaghetti, rice, meat, all sorts of fish, gravies, noodles, goulash.

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BEEF MEXICANA

½ lb. ground beef	Sauté onion in oil for 5 min.
1 large onion, sliced	Add fat, brown 5 min.
2 tbsp. fat	1 cup. break-up Avg. Beans
2 cans Hunt's Tomato Sauce	1 can. Stir. Chop. 10 min.
1 No. 2 can whole kernel corn (drained 2 cups)	1 can. fat. 10 min. 10 min.
¾ tsp. salt	1 can. 10 min. 10 min.
½ tsp. pepper	1 can. 10 min. 10 min.

Hunt's - for the best

Hunt Foods, Inc., Los Angeles, California



THOUSANDS OF BATS ARE TRAPPED BY WIRE BARRIER AT MOUTH OF CAVE AS THEY TRY TO FLY OUT IN EVENING. TWO MILLION BATS WERE CAUGHT IN THIS WAY

INCENDIARY BATS

Fantastic secret weapon developed during the war was designed to burn Japanese cities to the ground

A month after the Jap attack on Pearl Harbor, a Pennsylvania surgeon named L. S. Adams arrived in Washington with an idea for one of the most extraordinary military operations ever conceived. He proposed that the flimsily constructed cities of Japan be destroyed by swarms of bomb-carrying bats. Parachuted from high-flying bombers in large containers set to open at low altitude, the bats would be released to circle down and crawl into the cracks and crannies of buildings where their incendiary capsules would explode. Thousands of fires would break out almost simultaneously and a bat-beleaguered town would be burned to the ground.

The scheme was fantastic but fascinating. From President Roosevelt on down it stirred the imagination of those who heard about it. On direct orders from the White House "Operation X-ray," the bat-warfare project, was begun. From Adams' tentative idea the armed forces developed a bat bomb that one enthusiastic project officer predicted would be the most effective weapon ever dropped from an airplane. The bats proved their incendiary proficiency beyond all doubt when a few of them escaped at Carlsbad, N. Mex. and burned up most of an airfield there (p. 48). But in the fall of 1943, 20 months and \$2 million after its inception, Operation X-ray was abandoned—"solely on the basis of military considerations." No other explanation was ever offered. Perhaps by that time the top government officials had reason to believe that another and even more deadly weapon would soon be ready.



BAT WITH BOMB ATTACHED is of Mexican free-tailed species which was found best adapted to load-carrying. One-ounce bomb burns eight minutes with 22-inch flame.



The Clifton
 E. C. 1
 F. C. 1

Nunn-Bush

Ankle Fashioned Oxfords

So You Want *Really Fine* Shoes?

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 NUNN-BUSH SHOE COMPANY • Manufacturers • MILWAUKEE 1, WISCONSIN

Bats CONTINUED



BAT CRATE, built to hold about 5,000 animals, was used for shipping and storage. Bats were stored at 40° to keep them in dormant state until needed.



BOMBS ARE ATTACHED to sleeping bats by Dr. Adams (center) and assistants. Bombs had safety devices to prevent them from exploding prematurely.



BATS ARE LOADED into racks which fit inside a large container. When dropped, container opens at 1,000 feet and bats, warmed by air, awake and fly.

CONTINUED ON PAGE 48



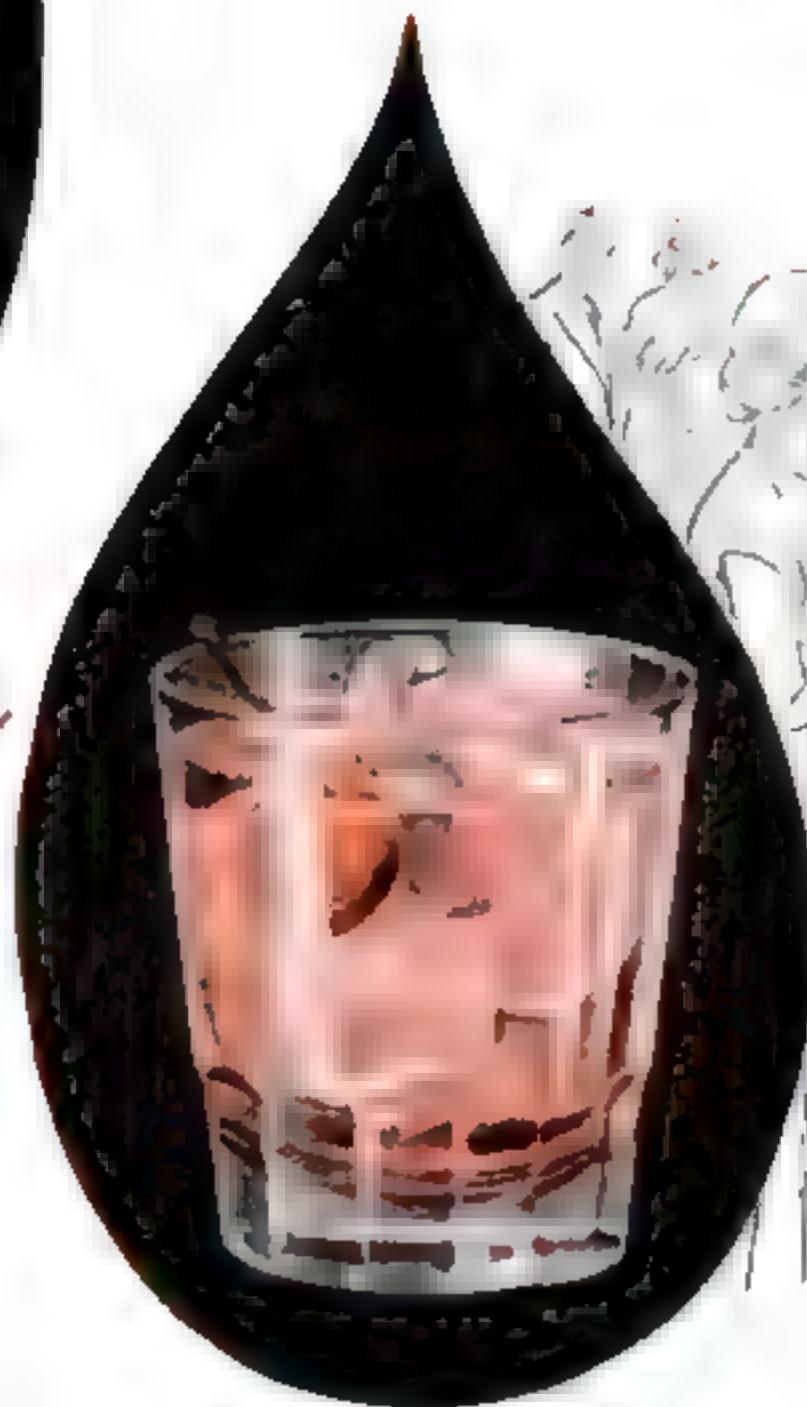
You can't make a genuine Manhattan
without **ANGOSTURA BITTERS**

For each Manhattan cocktail use a dash or two of Angostura aromatic bitters, $\frac{2}{3}$ whiskey, $\frac{1}{3}$ sweet vermouth. Put ingredients in a mixing glass filled with cracked ice, stir until thoroughly mixed, strain and serve. *It's easy!*



You can't make a genuine Old Fashioned
without **ANGOSTURA BITTERS**

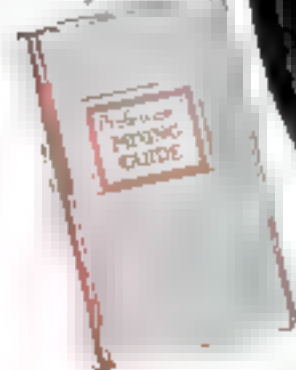
Shake two or three dashes of Angostura, then a splash of seltzer, on a lump of sugar. Muddle, add 2 cubes of ice, a twist of lemon peel, and a cherry, if desired. Pour in $1\frac{1}{2}$ oz. of your favorite liquor, stir well and serve. *It's simple!*



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250 Recipes For Mixed Drinks! Here's the fascinating 96-page booklet that tells you how easy it is to mix 'em like an expert! Check-full of information! It's all yours for only 10¢ to cover handling costs! This book is in tremendous demand, so send your dime today to: Angostura-Wuppermann Corp., Dept. L-1, 304 E. 45th St., New York 17, N. Y.



It's what you put in
to make the flavor come out!

Zestful Angostura aromatic bitters is a subtle blend of tropical herbs and spices. It is vital in so many cocktails because it blends and harmonizes all the ingredients into a tangy triumph. For perfect cocktails... at home... or when you're out... don't forget the Angostura.

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TRADE MARK
REG. U. S. PAT. OFF.
AROMATIC BITTERS
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OUTSTANDING

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PALL MALLS are *good* to look at—*good* to feel—*good* to taste—and *good* to smoke! PALL MALL's greater length of traditionally fine tobaccos filters the smoke of this *longer, finer* cigarette . . . gives you that smoothness, mildness and satisfaction that no other cigarette offers you.

PALL MALL—the *longer, finer* cigarette in the distinguished red package.



*and they are
mild!*

Bats CONTINUED



IN TEST DROP over the desert near El Centro, Calif. a container holding about 1,000 bats is released from plane and floats slowly down toward earth



A BUILDING FLAMES at an auxiliary field when a bomb on an escaped bat goes off. Event proved bomb's efficacy but dampened the Army's enthusiasm

With Soup

nothing tastes as good as Ritz... but Ritz!

Serve Ritz with a piquant bouillon... a rich, creamy bisque! There's
savory satisfaction... *soup* flavor beyond your dreams! That's because Ritz is
so delicious in itself... unique in its nut like tang... its crispness.
Truly a golden cracker... Ritz is the magic that makes *any* good meal better!





EVERY MINUTE OF EVERY DAY...

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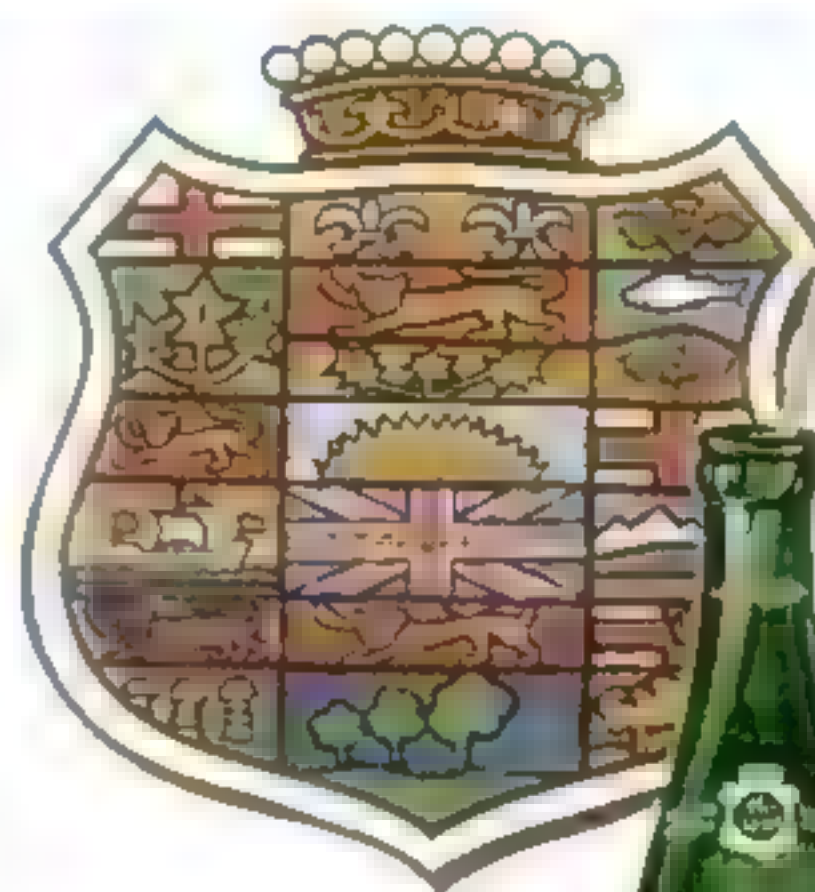


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Around the world...or "around the corner"...you can enjoy the same fine Canada Dry beverages...beverages that are superior for quality, purity, taste and satisfying refreshment. Whatever your taste choice...no beverages compare with Canada Dry—at any price!





M. L. BENEDUM, 51 YEARS A WILDCATTER

Old Mike's Big Strike

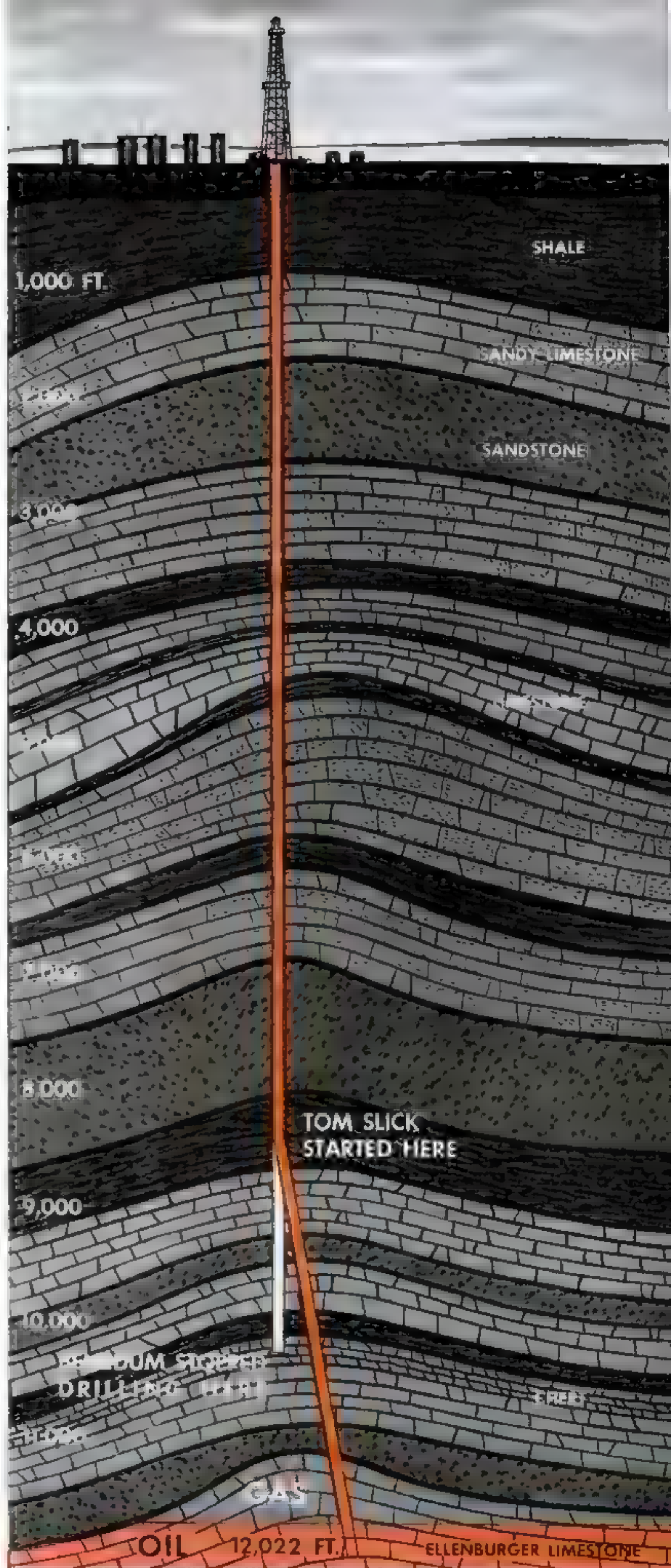
With a young partner, the last of the great wildcatters brings in a big west Texas oil field

by CHARLES J. V. MURPHY

IN Upton County, west Texas, half a mile back from a dirt road leading off the main highway between the half-cattle, half-oil towns of Midland and Rankin, a solitary derrick rears up from a windy vacancy of mesquite. I drove out there the other day with an oilman, Bill Lane, the Midland representative of the Plymouth Oil Company. We could just see a glint of sun on high steel 15 miles away when Bill Lane said almost reverently, "There she is, brother—the hottest damn oil well in the U.S."

The well, called Alford No. 1, first flowed in early December but only last month were its full potentialities appreciated. As Colonel E. O. Thompson of the Texas Railroad Commission cautions, it takes more than one hole to prove a great oil field; but even he was so moved by the amount of oil in prospect to predict that the new field opened up by Alford No. 1 could turn out to be "perhaps the greatest in Texas" since the vast East Texas Field was first pierced by a drill 17 years ago. Estimates of the oil underground range up to 600 million barrels—equal to 3% of the total proved domestic reserves. With the nation burning up oil almost as fast as the oilmen are able to find new pools in the earth and with newspapers daily proclaiming new aspects of a world shortage, the importance of such a find needs no underlining.

But wholly apart from the matter of a welcome replenishment of the overtaxed national reserves, the story of Alford No. 1 is interesting in its own right as a genuine, blown-in-the-bottle example of how a bold businessman risked his capital, thereby releasing wealth and energy from the stubborn earth. It is a story, also, with two heroes. One is a lean and spry oilman of 78—Michael L. Benedum of Pittsburgh. The other is a 31-year-old Texan, Tom Slick Jr., son of a spectacularly successful wildcatter who died 17 years ago. The pair brought in the well in a partnership of convenience. It was strictly a wildcat proposition—a gamble on unproved geology. While the satisfaction of completing the hole fell to a Slick crew, it was Mike Benedum who really nursed it through the worst time. He poured in the most money; he refused to give up the well



TWO MILES DOWN is the "pay," and it took six years—two companies and more than \$50,000 to reach it. Mike Benedum was stopped at 10,504 feet by hard chert. Last year, when Tom Slick took over the well, his men backtracked up the pipe to 8,400 feet. There they cut a hole through the casing and drilled at a 45° angle. Finally, at 11,020 feet, they reached the Ellenburger limestone, rich in oil and natural gas.

CONTINUED ON NEXT PAGE



ALFORD NO. 1, about 50 miles southeast of Midland in west Texas, is dwarfed by the immensity of the bleak, road-scarred prairie which surrounds it. The first big strike to be made in the rich new Benedum oil field, it was named for the rancher who once owned the land

■ SLICK
 ■ PLYMOUTH
 ■ SOHIO



DIAGRAM OF LEASEHOLDINGS adapted from a Plymouth map shows how Plymouth Oil, Mike Benedum's company, split area around the well with the Slick group. Standard Oil of Ohio (in white) also has leases and royalty rights near Alford No. 1, indicated by derrick.

MIKE'S BIG STRIKE CONTINUED

when many a wildcatter would have pulled down the derrick. And when at last "pay" was struck more than two miles deep in the rock basement of west Texas, Mike's company, Plymouth Oil, still held the lion's share of the lease. The state of Texas, in any case, has acknowledged his leading role in the discovery by naming the field Benedum Field.

Mike Benedum has been searching for oil in the earth since 1897, when he drilled his first well in the Cow Run sands of West Virginia, at a place called Whiskey Run. During the 51 years intervening, there has not been a day that did not see him drilling somewhere in the world. He has wildcatted all over the U.S. and in Mexico, Colombia, Romania, Canada and the Philippines. But while he has probably found more oil than any other man working on his own, this west Texas field was the first to be named after him. And his pleasure was not lessened by the fact that its discovery had climaxed a 10-year search all over the U.S. for one last big strike—"a long dry spell," during which he had drilled 100 wells of which 75 were dry and spent nearly \$10 million.

Every winter Mike repairs to the Roney Plaza Hotel in Miami Beach. I found him in his cabana by the sea. The sun was up to Florida standard, and Mike was putting away what he described as a "\$6 radar-cooked hamburger" with the dispatch of a man who took his metabolism for granted. Though eight years past the Biblical optimum, Mike is erect and lively. His large pink head, fringed with white, imparts to his manners a disarmingly clerical benevolence; but the blue eyes are mocking and worldly. When he holds forth on the topics of the day, crackling with small talk, always bringing down the most abstruse subject to the fine point of some cracker-box parable, he becomes a kind of petroleous Barney Baruch.

Mike reaches 10,384 feet

THE key to this particular play," Mike began, "was a large block of acreage—some 12,000 acres—which had been carefully assembled by Plymouth's land agents nearly 10 years ago. They got most of the leases for only \$10 and \$15 an acre. Our geophysical tests showed a promising underground structure—what we call a geophysical 'high.' However, it was plain from the start that any oil we might find would probably lie in deep sands. Some years before, at the Big Lake field nine miles to the southeast, below the shallow sands in which we had struck the first oil, we had uncovered another rich sand, a dolomitic limestone called the Ellenburger. We were pretty sure this Ellenburger lime, if it continued west, would yield oil under our lease, but since it was at least 9,000 feet down, we were up against a difficult drillin' proposition. And with oil sellin' for \$1 and less a barrel during the late 1930s, we were not anxious at that time to tackle the job. The war, however, provided an incentive and we 'spudded' in May, 1941.

"We drilled 10,000 feet in less than five months, without pickin' up the Ellenburger. Then we were seven months makin' the next 384 feet. Two things slowed us up. One was heavin' shale—a continuous crumblin' of the side of the hole. While we were tryin' to master this condition we ran into chert—hard arrowhead stuff which was too tough for the bits then in use. On one occasion the drillers took 24 hours and wore out two bits drillin' a hole through six inches of it and many days we had only a foot to show. After we'd twice twisted off the drill pipe deep down in the hole, we decided to shut down the operation for a while.

"Four years later, in July 1946, we returned to the site again. In the meantime a somewhat discouragin' development had taken place. In 1945 Humble drilled a hole three miles to the northwest. They got down to 10,774 before bein' stalled in hard chert short of the Ellenburger. They got a little oil in the upper sands, but not enough for commercial production, and so they abandoned the lease.

"On the second try we had hard luck. Before pullin' out the first time we had run a liner to the bottom of the hole—a steel sheathing to hold back the shale. In some way this had collapsed and we couldn't get the drill pipe past it. After 10 weeks of fussin' around we still had not got back to the bottom of the old hole. By that time we had spent more than half a million dollars and we were no nearer oil than we had been at the start. Every additional day we kept a rig at the site added \$800 to the cost—and Plymouth had a dozen holes drillin' at the time. Nobody wanted to sink any more cash into the hole if it could be helped, so we looked around for a dependable partner who would carry the hole to the Ellenburger in return for a share in the property. There was never any question of our walkin' off the lease. If we hadn't been able to make a good deal, we'd have finished the hole ourselves. All

CONTINUED ON PAGE 56



LITTLE LULU SAYS:

Compare tissues—compare boxes and you'll see that no other tissue gives *all* the advantages of Kleenex.

America's Favorite Tissue



With Kleenex you save time, trouble, tissues.

Pull just one double tissue at a time.

Next one pops up ready for use!

*T. M. REG. U. S. PAT. OFF.

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See how Minit-Rub can help you!



Rub MINIT-RUB on chest and back.

1. In a minute, Minit-Rub begins to stimulate circulation, begins to bring a sensation of warmth. That quickly helps relieve surface aches and pains.

2. In a minute, Minit-Rub's welcome pain-relieving action begins to soothe that raspy local irritation.

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MINIT-RUB also helps soothe pains resulting from neuralgia, sciatica, rheumatism and lumbago. Try it!

MINIT-RUB is wonderful for both children and adults. Greaseless! Stainless! Disappears like vanishing cream! Won't harm linens.

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The same—both of them. "BC" powders and tablets. The same famous formula, the same fast relief. Headaches, neuralgic pains and minor muscular aches are quickly relieved. Two tablets equal one powder. On sale everywhere. Help yourself to this quick relief today! Caution: use only as directed.



FRED TURNER, middleman in the deal, gets roughly 4% share of oil.



TOM SLICK heads group that finished Alford No. 1, gets third of oil.

MIKE'S BIG STRIKE CONTINUED

we wanted to do was to farm out the last piece of the drillin' costs. That's where this fellow Fred Turner came in—a very smart man. . . .

Two days later, two thirds of a continent removed from Mike and the \$6 hamburger, I was in Midland, Texas having a 75¢ breakfast in the coffee shop of the Scharbauer hotel with Fred Turner. Turner has a square, calm face and a quizzical expression made slightly ominous by the Stetson pulled down over his gray eyes. His house is the costliest in Midland, a \$250,000 edifice that covers a whole block. He has a twin-engine airplane to fly him around the vast space of Texas. And even before the Alford No. 1 strike came along to make him richer, his income was reputed to total \$70,000 to \$80,000 a month.

A native Texan, born in Coleman County, Turner settled in Midland in the 1920s, taking a job as a surveyor in the famous Yates field, then in the throes of boom. The original surveys were pretty rough, and smack in the middle of the bonanza the young surveyor discovered a vacancy, or unclaimed section, of several acres. With rare presence of mind, Fred resigned his surveying job on the spot, thereby ridding himself of a possibly embarrassing connection with his employer. He then leaped for the land office to file his claim to the piece—an inspired action that was eventually upheld by the courts and which is said to have brought him upward of \$5 million in royalties.

"I've always thought this Alford property was a hot spot," says Turner. "And a year ago when Benedum's man here asked me if I was interested in completing the hole, I said, 'Sure, if the deal is right.' Mike offered me a half interest in an 800-acre area around the well site and a third interest (about 3,600 acres) in the rest of the block, my share to be checkerboarded through the Plymouth holdings. I agreed to start drilling in 90 days and to run the well to the Ellenburger or to salt water or to granite.

"Once you start one of these things you can't quit until you've either completed the hole or it's licked you. I've slept my share of nights on the lazy bench in the dog house alongside the derrick. I guess I'm just tired of work. Anyhow, after studying the situation I decided I didn't want the responsibility of finishing this hole, so I looked around for somebody who would give me a free ride. . . ."

"If we hit, we hit big"

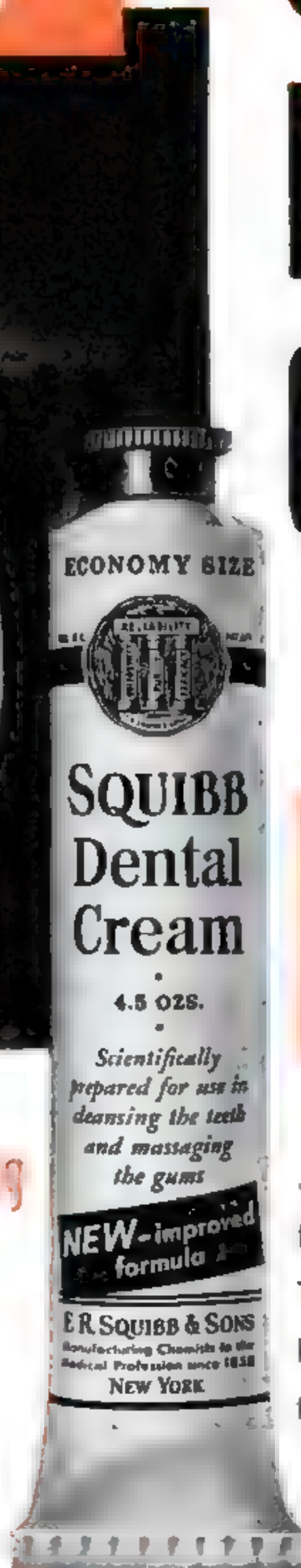
It was at this point, July 1946, that young Tom Slick made his first appearance on the stage. He is the elder of the two sons left by the first Tom Slick—along with a fortune large even by Texan standards. Both Tom and his brother Earl, 27, went to Yale and served in the war. Earl celebrated his return to the postwar world by organizing a highly promising national air cargo service, Slick Airways, Inc. Tom returned from the war carrying a torch for the idea that "money by and for itself is nothing." His spontaneous contribution to society was to set up a research foundation, with a grant of well over one million dollars. It has the object of enriching the life of the Southwest by developing, on a nonprofit basis, industrial research, inventions, agricultural techniques and medical research appropriate to the region. But Philanthropist Tom, no less than Tycoon Earl, is

CONTINUED ON PAGE 36

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MIKE'S BIG STRIKE CONTINUED

a restless, pushing young man with, as a friend suggests, "more than a trace of oil in his veins."

In any case, young Tom decided to revive the family's oil interests. Last spring, with Guy Hannum, one of his father's early associates, he turned up in Midland. Paying a social call on Turner, he mentioned that he was in the market for a deal. Turner brought up the Allied lease. Tom suddenly said, "Mr. Turner, I'd like to have that property. Will you make the deal?"

"Tom, it's yours," said Turner. "All you have to do is take my place in the contract and give me one-eighth override." In other words Slick would drill the well, foot all the costs and Turner would step out, retaining for himself, however, a one-eighth interest in whatever Slick got under the original Plymouth deal.

"Let me think it over," Slick answered. "You'll have my answer in an hour." He flashed out of the office and, as Hannum explains, "We'd gone up to Midland looking for small deals, \$20,000 to \$25,000 stuff, so it was a clean surprise to me when Tom snapped at this Plymouth deal. He and I started to walk around the block. 'Tom,' I said, 'this job will cost you \$200,000, if it costs a dime.'"

"Tom stopped. 'Guy, we're already spending \$200,000 to \$250,000 a year looking for oil. We've just bought in a couple of nice wells, so we're ahead of the hounds. Now I want a big play. If we miss this one, okay, we'll skip the next couple of little ones. But if we hit with this big block of acreage, we hit big.'"

"That settled it," Hannum went on, "and we went back to see Fred. When we'd left him, he mentioned something about having an appointment later in the day with a representative of one of the major companies. We figured that was a touch of salesmanship on Fred's part, but while we were still in his office, a stranger put his head in the door, apologized for intruding and started to withdraw, saying, 'See you later.' 'About what?' asked Fred. 'About that deal.' 'You're too late,' said Fred. 'Tom Slick here and Guy Hannum have just made it.'"

"Now that little incident demonstrates something of the virtue of smallness. Before the major could act, its local representative had to get a decision from his regional office, and the regional office had to wait for its New York headquarters to make up its mind."

Tom tops the Ellenburger

IN any case, Turner was so sure that the Ellenburger would produce that as Tom started to leave he offered to make two bets: \$10,000 that Tom would get oil, \$100,000 that he wouldn't drill a dry hole on the entire lease. But Tom felt he had gambled enough. Returning to San Antonio, he called the members of the family together and offered them all shares. His stepfather, Charles Urschel, otherwise celebrated as the man whom "Machine Gun" Kelly in 1933 had kidnaped and held for \$200,000 ransom, came in for a large piece, and the operation became a family enterprise, managed by the Slick-Urschel Oil Company.

The day Bill Lane, the Plymouth representative, drove me out to Alford No. 1 he described how the hole was completed. "Last June the Slick-Urschel crowd moved in with a new crew under Jim Hewgley. Instead of trying to deepen our hole, Jim plugged it with cement all the way back to 8,400 feet. Then he cut a 'window' in the side and went out through it with a 'whipstock' at a 7° angle. It was a nice, clean job. Drilling tools have improved a lot since we started this hole six years before. Jim had tougher steel bits for cutting through the chert and he could get heavier, more stable 'mud' for sealing off the heaving shale."

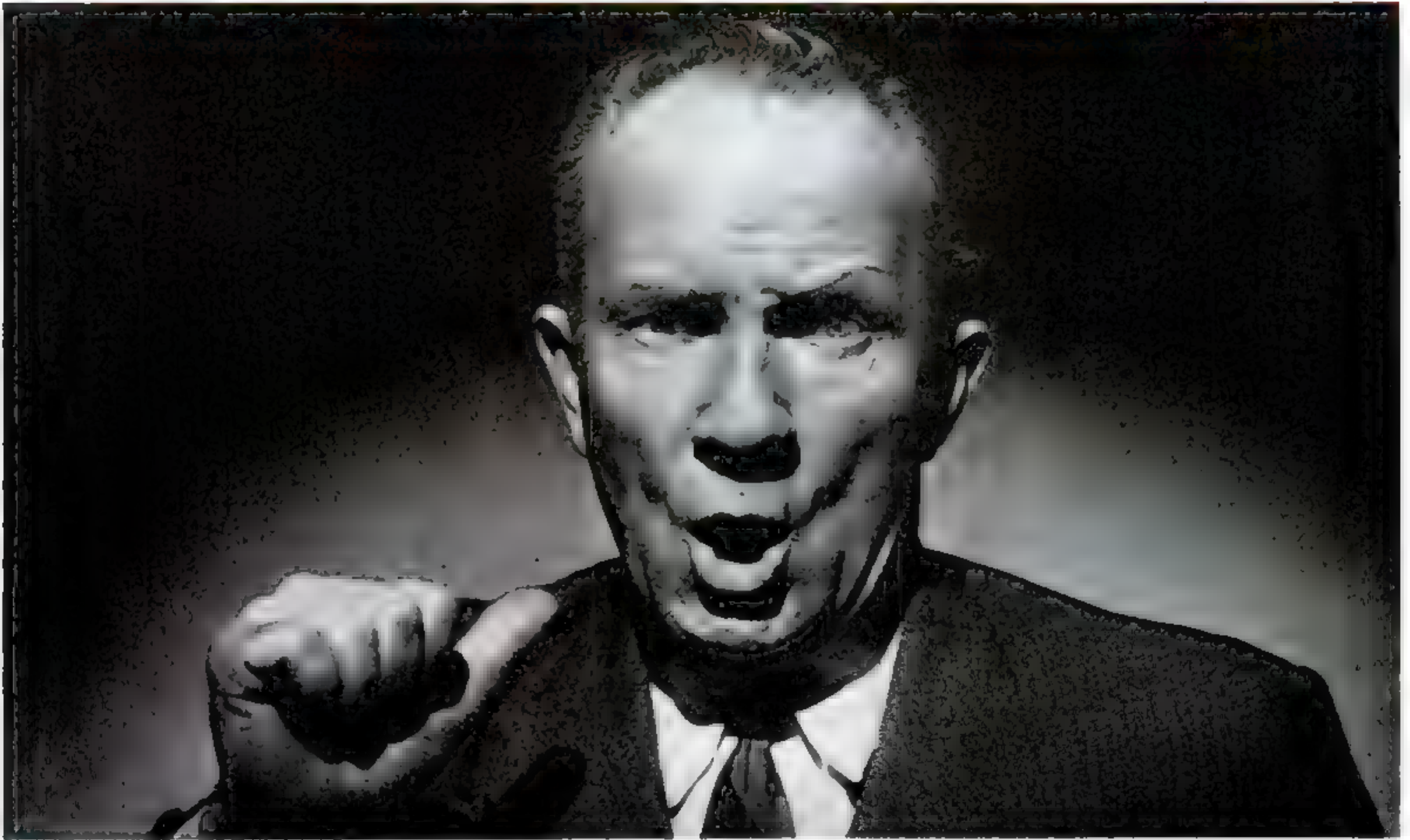
"The remarkable part about this particular strike is that in the first several days nobody realized how big it was. In November Jim topped the Ellenburger at 11,020 feet, and the first rock cuttings washed back to the surface showed high gas and oil saturation, and the gas pressure built up very fast. But though he took samples every few feet—what we call drill stem tests—no trace of oil appeared, only gas and distillate. It looked as if we had only a 'gasser.'"

"Hewgley went on through the Ellenburger for 1,002 feet more to a depth of 12,022 feet. Then he perforated the pipe at three levels, ran 1,500 gallons of acid down the hole to open the pores, and in a little while there was a hell of a rumble in the pipe, and she flowed—55 gravity crude, almost straight gasoline, at the rate of nearly 900 barrels a day. That may not sound like much unless you understand that the oil, under 5,225 pound pressure, had to push through a 3/8-inch choke—no thicker than a fountain pen. If we really let her rip, she'd do 3,000 barrels a day." Locked up with the oil is a vast gas reserve whose ultimate value may, in Turner's and Lane's opinion, equal that of the oil.

The boom started like a wind across the prairie. The morning I

CONTINUED ON PAGE 52

Who, Me a "Firebug"?



- if you design or build an apartment that turns into a blazing firetrap
- if you let faulty heating or cooking equipment breed fiery death
- if you fail to enforce the fire laws
- if your smoking habits let loose a holocaust ... then plead guilty.

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Don't be an unwitting firebug! ... You needn't. You can help stop fires—if you start now!

Support the **Nationwide Program** . . . Your President's Conference on Fire Prevention has

found a crying need for passage and enforcement of modern fire prevention building codes. It is now working with state and local officials to meet this need.

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Reduce Fire Hazards at Home... But nowhere is cooperation more essential than in the home. Follow these simple rules and you'll stop 3 out of 4 fires before they start: 1. Be careful with matches

and smoking. 2. Use only wiring and appliances bearing the Underwriters' Laboratories seal. 3. Avoid misuse of flammable liquids. 4. Repair faulty heating and cooking equipment promptly.

Take this Action Now—We spend more than two-thirds of our lives in buildings. Let's make them fire-safe. The report on "Building Construction, Operation, and Protection" shows how. Interested local authorities and citizens are invited to send for a copy. Address: The President's Conference on Fire Prevention, Washington, D. C.

* * *

This statement is published by the member fire insurance companies of the National Board of Fire Underwriters in support of The President's Conference on Fire Prevention.

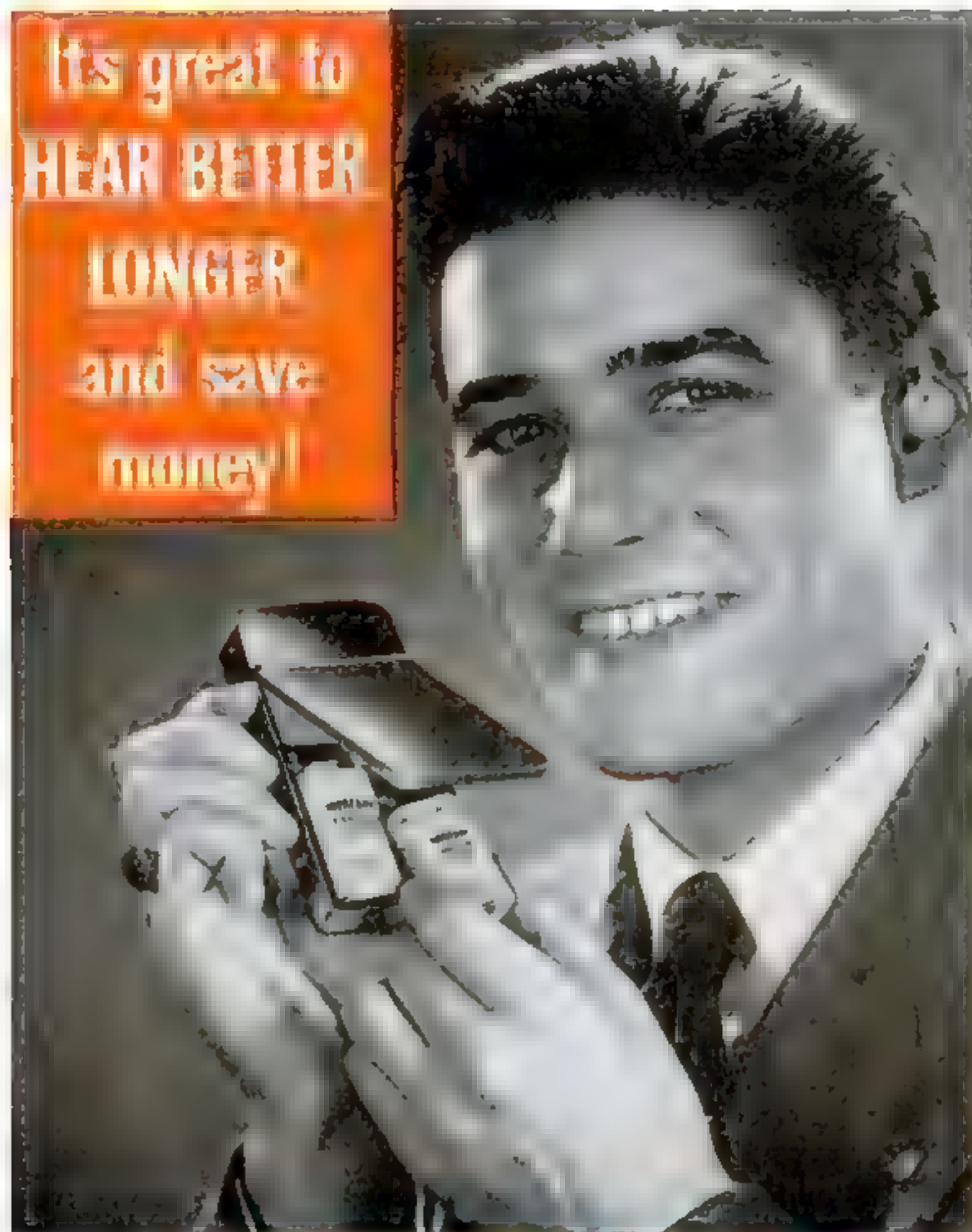
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Harry Truman



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* Size for size

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MIKE'S BIG STRIKE CONTINUED

arrived in Midland royalty rights on the acreage adjoining the well site—that is, for a piece of the one-eighth share in the oil which remained with the landowners—went for \$6,000 an acre, and royalties on land as far as a mile from the well have gone to \$2,500 an acre. Suppose a rancher owned 360 acres. If you bought one royalty acre, you would pay \$2,000 for 1/360 of the landowner's 1/8 interest in whatever oil—if any—should be discovered in his property.

Today Alford No. 1 is still flowing its 500 barrels a day—the maximum permitted under Texas proration laws. Fred Turner estimates that, in addition to the principals, upward of 6,000 people scattered over west Texas have bits of royalty on the surrounding acreage. As the field develops—29 more wells, costing about \$200,000 each, must be completed within the next two years to hold the leases—the wealth thereby released will permeate the prairie. Midland will of course gain, but Midland, like the rest of Texas, is in perpetual boom anyway: population 23,000, more than double what it was before the war; six new office buildings going up; a new country club; a \$75,000 Petroleum Club.

"We feel plain sorry for the people who can't live here—we sympathize with them," says Bill Lane, with a light in his eye. And Fred Turner, whose father drifted sheep into west Texas in the 1880s and who is now said to be the richest man in west Texas, adds soberly that he could never understand why anybody would live in a city like New York. "I like to hear a lot of sawin' and hammerin'. And I like to breathe my air before some so-and-so has sucked all the oxygen out of it."

Old Mike Benedum had followed the progress of the well by teletype. His only reaction was to turn to Walter S. Hallanan, president of Plymouth, and say, "Well, Walter, we seem to have a right nice little well." Then something stirred in his memory. Forty-three years ago, in Oklahoma, close by the Osage Indian Reservation, Mike and his partner Joe Trees, now dead, after toiling for months trying to crack through a caving, treacherous, red sandstone, had finally dismantled their derrick and, \$50,000 poorer, had hightailed it out of Oklahoma. Eight years later, from a nearby well site and only 130 feet beyond the point where their bit had stopped churning, another wildcatter brought in the fabulous Cushing pool. "Do you know, Walter," said Mike, "it was this same Tom Slick's father who brought in that field."

If the Benedum Field produces only a fraction of the crude supposed to lie in it Mike, by declining to risk the last 600 feet to the Ellenburger, would appear to have traded himself out of half a billion dollars in oil. But a wildcatter never looks backward. Plymouth stock has had a spectacular rise, almost doubling in value since the strike. Mike, who owns nearly a third of the outstanding common stock, has a paper profit of more than \$6 million on the deal. But already he is deep in the next "play"—a daring and brilliant scheme to drill for oil under the Gulf of Mexico. Last month Mike advanced \$1,383,467 to the state of Texas for an immense block of underwater leases. Looking up at me from the map of the Gulf leases on the table of his cabana, Mike said, "I tell you this may be the biggest thing I've ever done. Five billion barrels of oil. . . ."



STUDYING LAND MAPS with his associates, Benedum (center) plans new oil deals in the informal atmosphere of his seaside cabana at Miami Beach

*The "fresh up"
family drink!*

*You like it...
it likes you!*



An Ideal Husband

OSCAR WILDE'S WIT IS WRAPPED
IN TASTEFUL LUXURY FOR FILMS

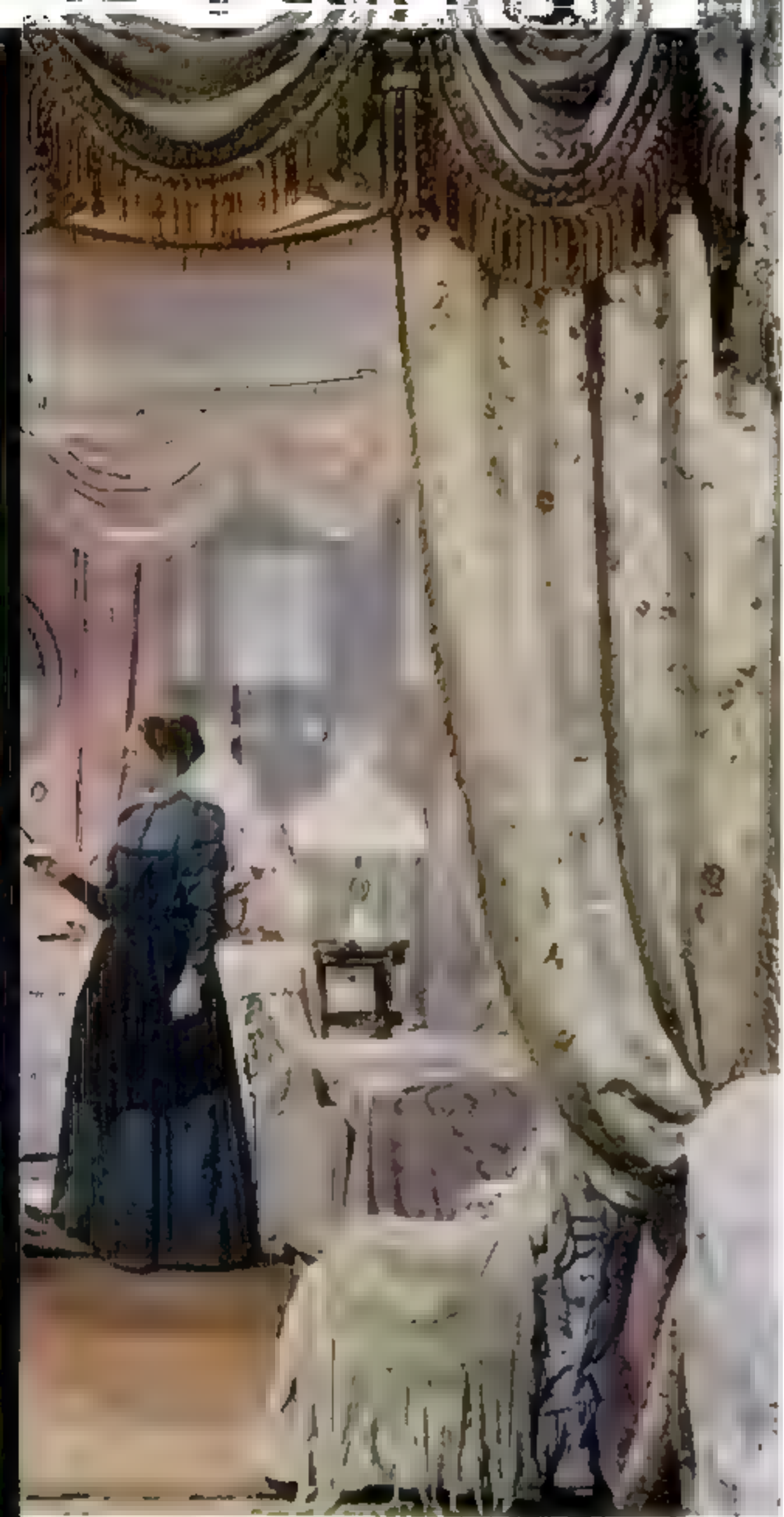


MRS. CHEVELEY, played by Pautette Goddard, is a wealthy adventuress who attempts to blackmail a prominent British diplomat into giving official backing to one of her shady business schemes.

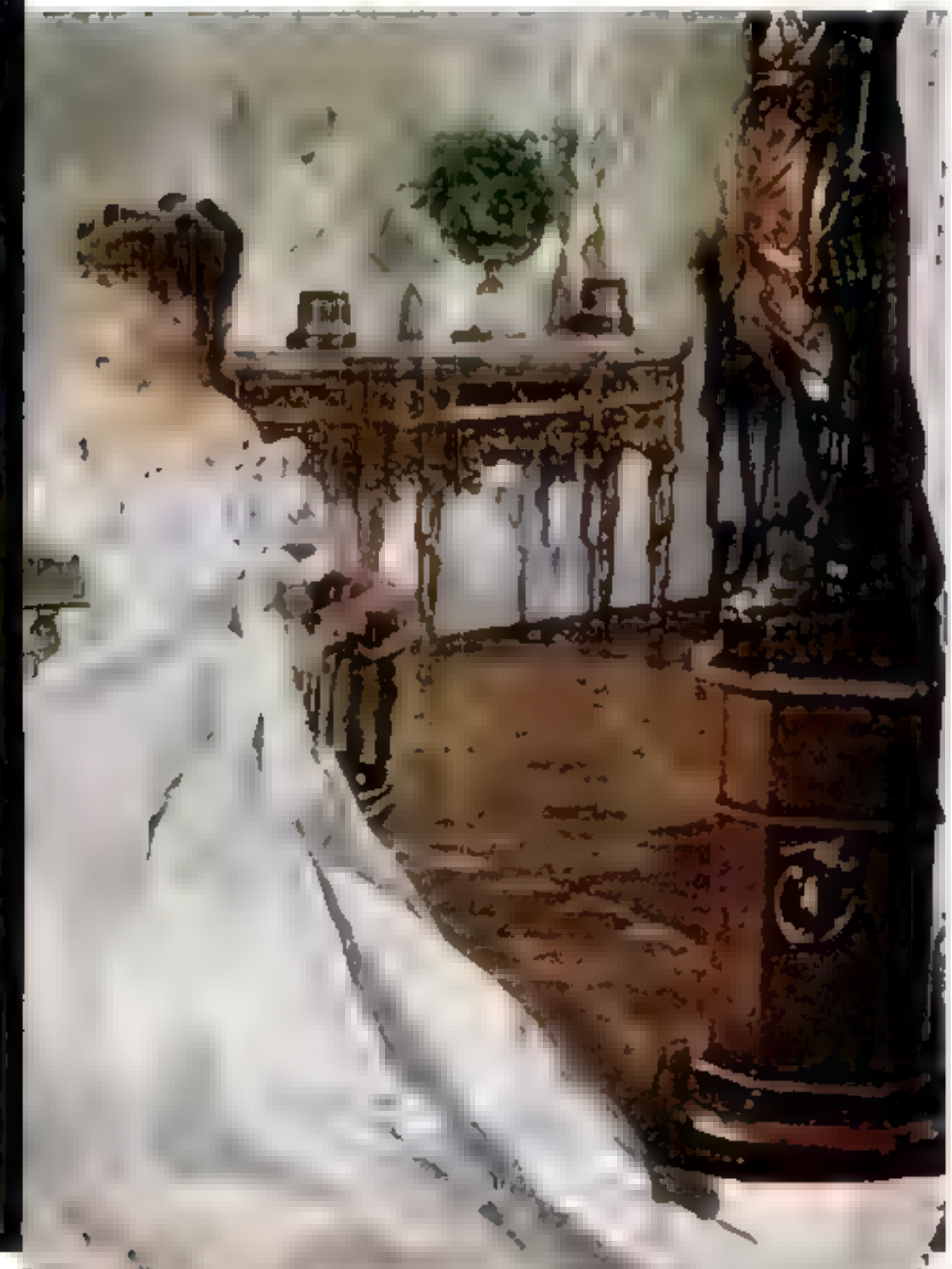


LADY CHILTERN (Diana Wynyard, *here* *Lily*) is a perfect and
ed woman who wraps her husband as well as her virtue.





MABEL (Glynis Johns, below) is a charming, worldly young girl who loves the son of old Lord Caversham (Sir C. Aubrey Smith).



In the plays of Oscar Wilde elegance and frivolity bloom unblighted by the staining touch of a real world. The plots are monstrously coincidental but the conversation—by faintly exhausted dandies to mocking young women—is entrancingly comic. Sir Alexander Korda, England's most esteemed film producer, has now made a tasteful and refreshing movie out of Wilde's *An Ideal Husband*. The story, set in 1895 London society, has Paulette Goddard blackmailing a Foreign Office man and is pretty oppressive, but the sets and costumes are, as these pages suggest, the most eye-catching screen furnishings ever recorded in Technicolor. Sometimes, in fact, *An Ideal Husband* becomes too overstuffed even for a period piece. Wilde's wit, fortunately, is amusing and frequent enough to clear the hothouse atmosphere before it becomes dangerously oppressive.



SIR ROBERT CHILTERN, played by Hugh Williams, is the ideal husband. But in his past lies one undiscovered disgrace which enables Mrs. Cheveley to have him completely at her mercy.

CONTINUED

MEN LIKE...



FURS BY ESTHER DOROTHY

...the smart good looks

and the fine construction...

of ESQUIRE SOCKS!



Ask for Esquire Socks, gentlemen—and you'll get:
Extra-good looks—Esquire's colors and patterns are designed by the country's leading sock stylists in our Fifth Avenue Fashion Laboratory. *Esquire Socks are the smartest thing on two feet!*

Extra-fine construction—Esquires are constructed with exclusive Multi-Ply (reinforced) heels and toes. They're *pre-tested* 5 ways for *added wear*. Wonderful values at 55¢, up. Ask for 'em today at your favorite store!

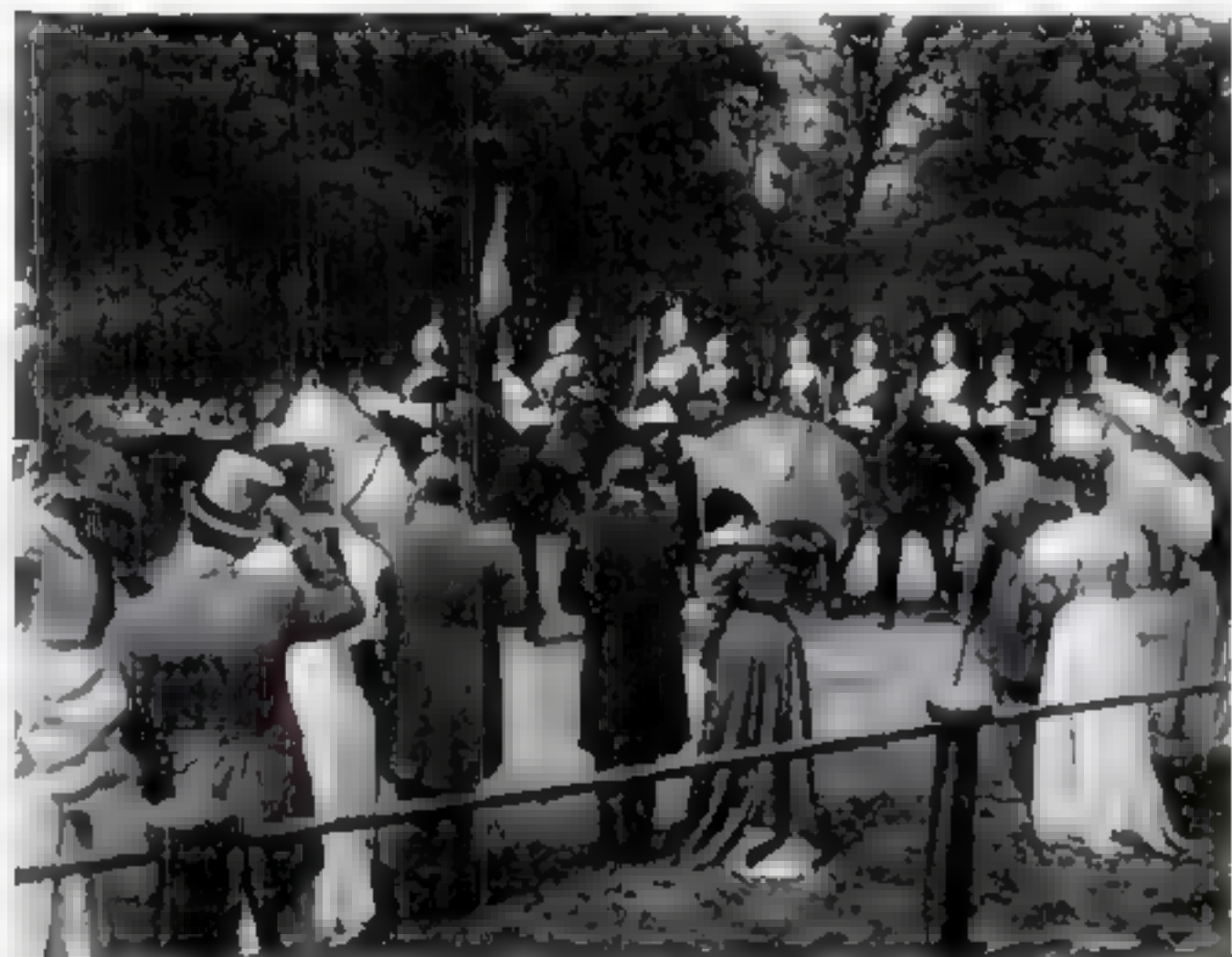
ESQUIRE SOCKS —by the world's biggest maker of men's socks.

AN IDEAL HUSBAND CONTINUED

THIS IS 1895 LONDON



HYDE PARK CORNER as it appeared in 1895 is re-created for *An Ideal Husband*. It was the spot where fashionable Londoners figured in a daily pageant as they took the air to exchange the latest gossip and show off their clothes.



HOUSEHOLD CAVALRY parades. This film appearance of the Crown's resplendent troops is said to have prodded the austere Labor government into letting them wear full dress when escorting Princess Elizabeth to her wedding.



ROTTEN ROW is where London's aristocracy rode each morning. Shown above with Mabel Chiltern and Lord Caversham is the latter's son, Lord Goring (Michael Wilding), who delivers Oscar Wilde's wittiest lines in the movie.

False Teeth?



DON'T RISK A "BRUSH-OFF"



*You can't
Brush Off
Denture Breath*



Soak your plate or bridge in Polident to keep it hygienically clean, odor-free



Soak plate or bridge daily—fifteen minutes or more—in a fresh, cleansing solution of Polident and water.

MOST DENTISTS agree that brushing cannot cure the unpleasant offense known as DENTURE BREATH.

To keep dental plates clean, pure, free of tell-tale odors, more dentists recommend Polident than any other denture cleanser. Gentle, easy soaking in a solution of Polident and water every day is a safe, sure way to avoid DENTURE BREATH—and to keep your false teeth sparkling bright with their original natural look.

Buy an economical can of Polident, world's largest selling denture cleanser.

Use POLIDENT Daily

**RECOMMENDED BY MORE DENTISTS
THAN ANY OTHER DENTURE CLEANSER**

**LOOSE
FALSE
TEETH?**

**Amazing New Cream
Holds Tighter, Longer**
than anything you ever tried
or double your money back

POLI-GRIP
Made and Guaranteed by
POLIDENT

Dependable

CHAMPION

America's Favorite Spark Plug



In rendering invaluable service to all America, the trucking industry must keep detailed records of operating and maintenance costs. That's why fleet operators are qualified experts on spark plugs. It is extremely significant that the majority of leading fleets everywhere prefer and use dependable Champion Spark Plugs.



FOLLOW THE EXPERTS

DEMAND NEW DEPENDABLE CHAMPIONS FOR YOUR CAR

Listen to the CHAMPION ROLL CALL . . . Harry Wismer's fast sportscast every Friday night, over the ABC network . . . CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO



BENEATH THE WATER Ophelia, a one-pound octopus, struggles to push the lid off a large glass jar which has been submerged in her swimming pool. She is trying to

reach a live fiddler crab which is imprisoned inside the jar and shows between her tentacles (bottom). In her efforts Ophelia's slit eyes (extreme top) bulge with excitement.

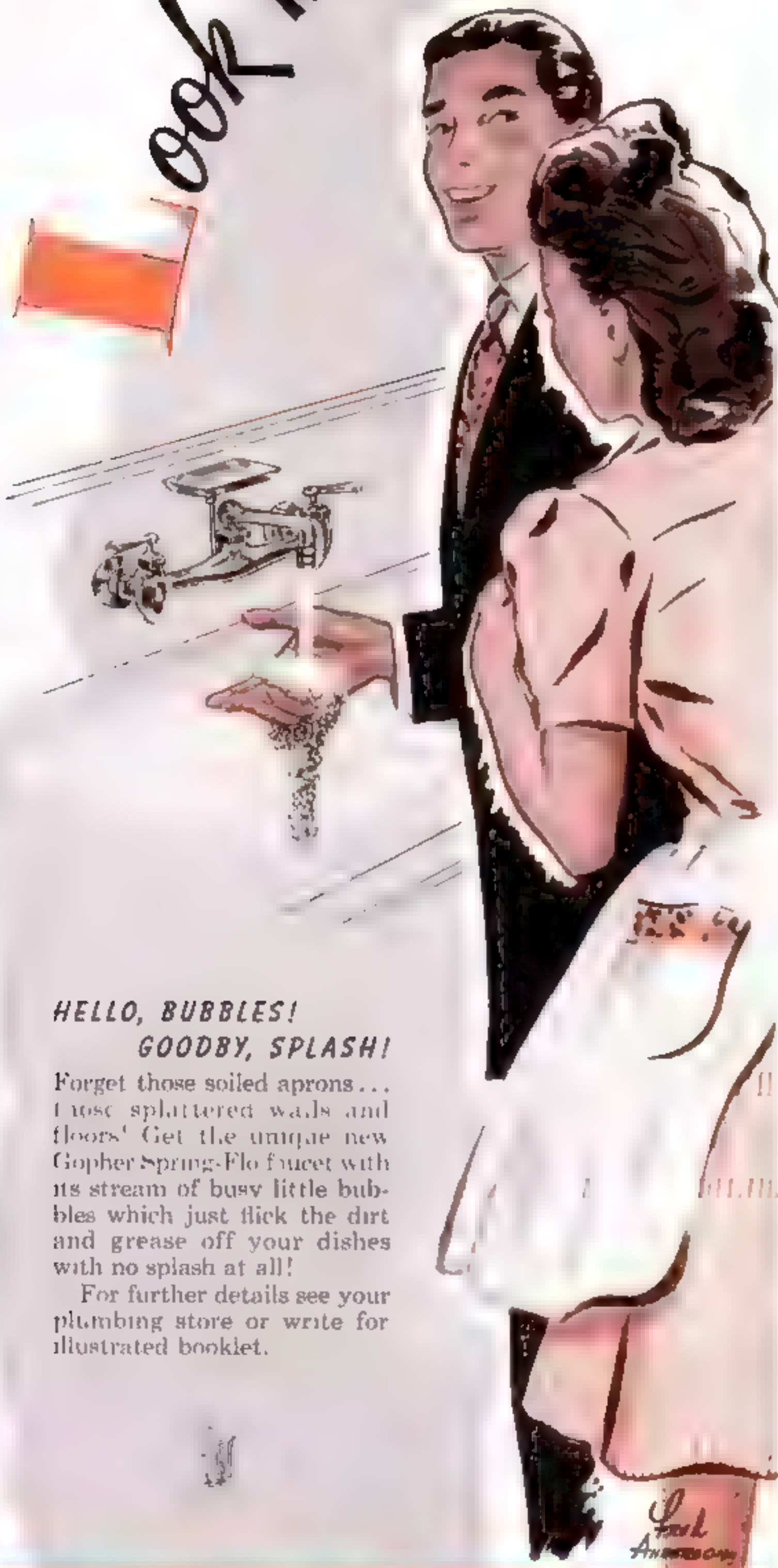
CLEVER OCTOPUS

Trained devilfish tilts the lid off a jar to get a crab inside

Every octopus born into its watery world receives from nature not only eight arms but also four brains, which probably make it the brainiest of invertebrates. For this reason the octopus fascinates Dr. Paul Schiller, a zoologist who is studying animal intelligence at the Yerkes Laboratories in Orange Park, Fla. Recently Dr. Schiller submerged a covered glass jar containing a crab in a pool and set about training an octopus named Ophelia

to get the crab. At first Ophelia simply thrashed around outside the jar. By accident, she knocked the cover off. Soon she realized that the way to get the crab was to push the lid off, a trick at which she has become adept (next page). Now she can easily scoop crabs from covered jars of different shapes. Like all octopuses Ophelia is very nervous. She becomes quite hysterical while learning her tricks, flailing around violently until she gets her crab.

Look NO SPLASH!



**HELLO, BUBBLES!
GOODBY, SPLASH!**

Forget those soiled aprons... those splattered walls and floors! Get the unique new Gopher Spring-Flo faucet with its stream of busy little bubbles which just flick the dirt and grease off your dishes with no splash at all!

For further details see your plumbing store or write for illustrated booklet.

*Paul
Anderson*



Available also in
style shown, for
deck type sinks

REGISTERED U. S. PATENTS
NO. 2,218,846-2,316,352

Gopher

SPRING-FLO FAUCET

UNION BRASS & METAL MFG. COMPANY, INC.
Makers of Quality Plumbing Specialties Since 1892
511 W. LAWSON AVE. ST. PAUL 3, MINN.

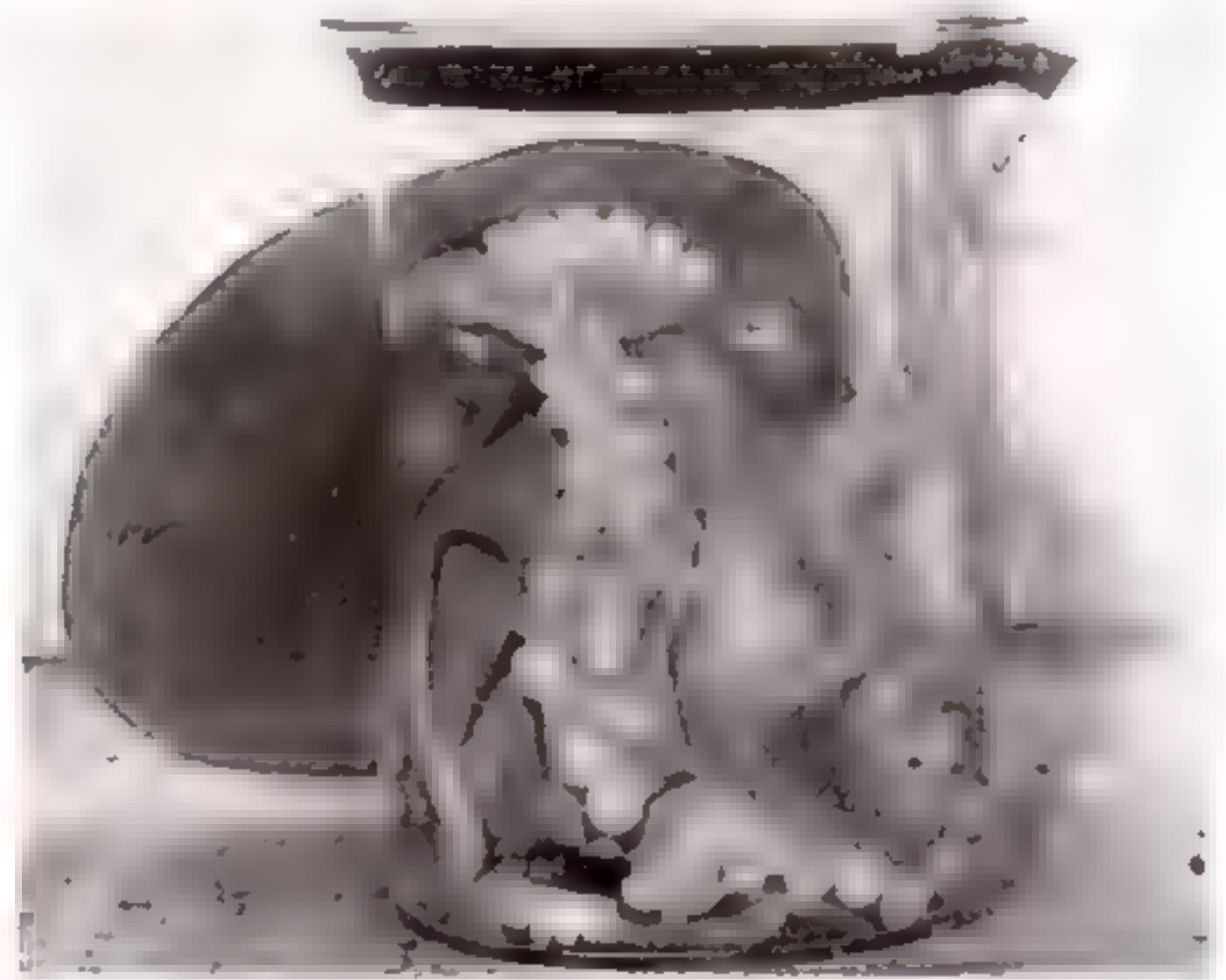
Clever Octopus CONTINUED



TIPPING LID OFF JAR, Ophelia the octopus holds glass steady in her two-foot tentacles, which have total of 2,400 suction cups. Octopuses move by a kind of jet propulsion, taking water in through ducts and then squirting it out.



CLIMBING INTO JAR, Ophelia squeezes hard to fit in. Octopuses are highly excitable, changing color with emotions, from white to red to brown. In captivity they are not heavy eaters, some becoming hungry only every six days.



EATING THE CRAB, Ophelia slowly sucks the blood out of it. Her mouth is hidden under body, encircled by tentacles. Other intelligence tests on octopuses have proved that they can distinguish between squares and triangles.



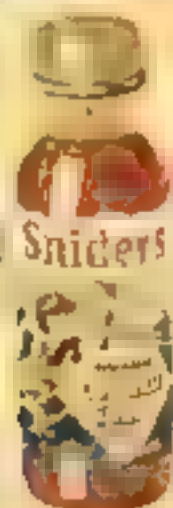
Ahoy there! For super fishcakes

Trust Old Salt Snider to know a thing or two about codfish cakes! "Everybody's glad to be aboard," he says, "when you serve fishcakes Down East Style—golden-brown and all dressed up with plenty of Grandma Snider's Chili Sauce. That spicy old fashioned flavor adds just the right tang."



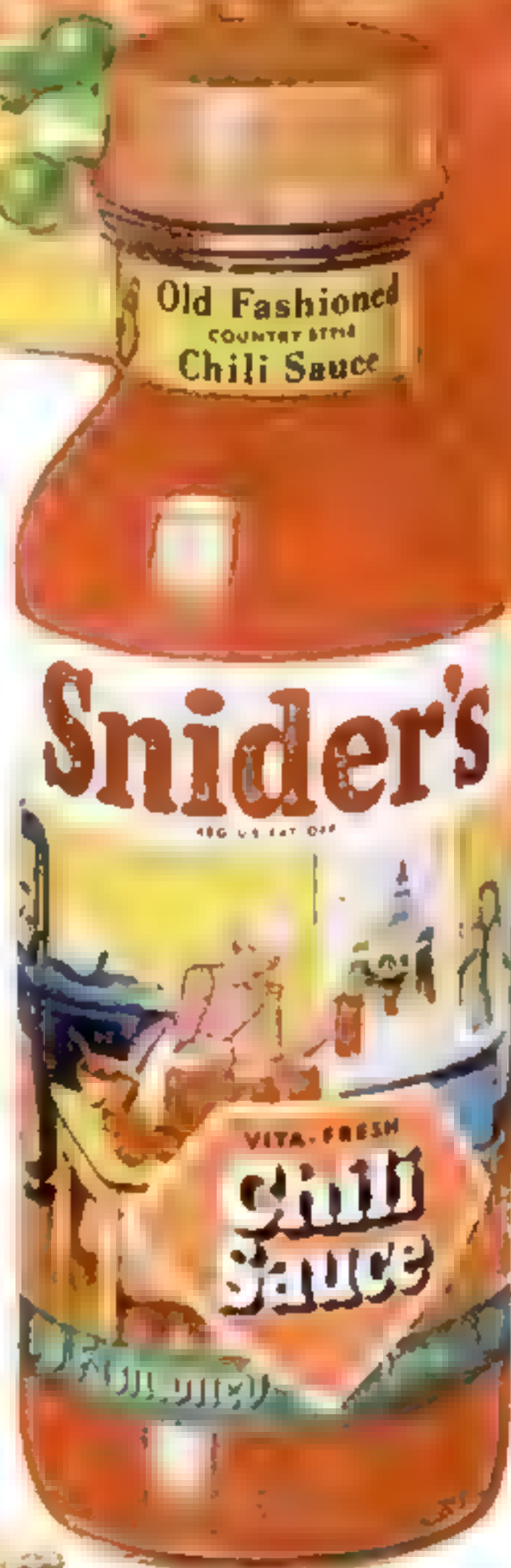
add Snider's Old Fashioned Chili Sauce

You see, Snider's Chili Sauce is made from Grandma Snider's own secret recipe. It's chock-full of good things—big juicy Super Tomatoes—shiny green peppers—young onions—crisp celery. Cooked just so, too, to keep it nice and chunky! And all spiced up with wonderful country-kitchen spices.



And for shrimp and oysters and things like that, you just can't beat **SNIDER'S COCKTAIL SAUCE**. It's the original seafood sauce with a special Snider flavor all its own. What zip! What zest! What a cocktail sauce! Keep some on hand—always!

It's real country style—that's why folks prefer **SNIDER'S CATSUP**. Not too sweet, not too tart—and it always pours just as smooth as silk. Made from Farmer Snider's big beautiful juicy Super Tomatoes—it's truly good catsup. The homey kind.



for super flavor!

Of course, now that Snider's Chili Sauce is so famous, it's outgrown Grandma's kitchen—but it's still made from her secret recipe. Folks say that old fashioned flavor tastes like "more"—so better get two bottles next time you're down to the grocer's. If it's Snider's—it tastes like home!



Products of General Foods

... If the Snider Folks put it up — it tastes like home

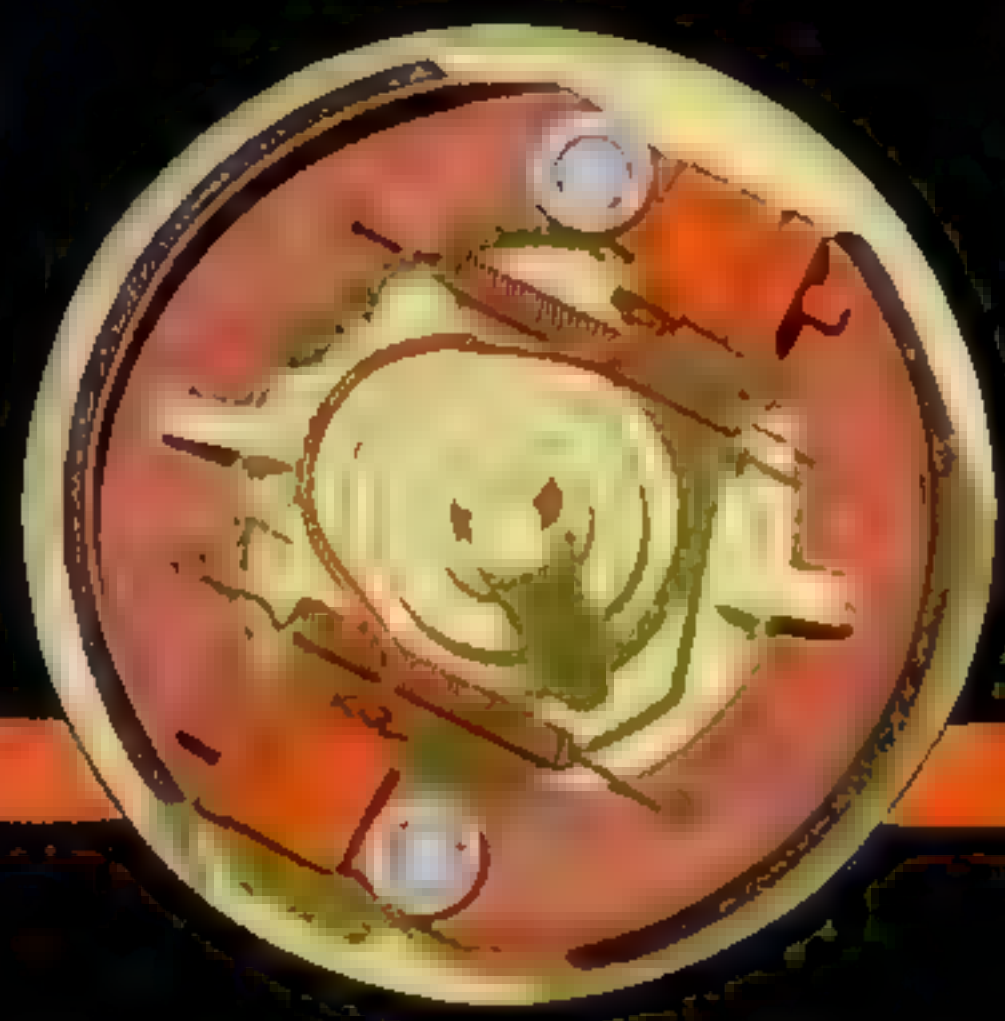
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*brake
power...*

A cowboy's work on the range calls for teamwork from his horse. Here "stopping" teamwork is illustrated by the same swift, sure stopping power that's yours in your Chrysler. The revolutionary Safe-Guard hydraulic brakes are an advance in safety which ranks with Chrysler's introduction of the first hydraulic brakes 24 years ago. Twin hydraulic cylinders on front wheels are balanced by single units in the rear in a lock-proof system that both creates and controls its own split-second brake power! Gives you more braking power with 30% less foot pressure! Makes it safer to enjoy your beautiful Chrysler.

From Coast to Coast, see a Chrysler-Plymouth dealer for the finest service!



the Beautiful Chrysler

WITH HYDRAULICALLY
OPERATED TRANSMISSION
AND  FLUID DRIVE

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Two Air Step beauties
from a memorable spring collection
With the light airy ease of
the Magic Sole. Air Step Division,
Brown Shoe Company, St. Louis

Air Step.

THE SHOE WITH
THE YOUTHFUL FEEL

Shoes illustrated . . . 1095
Other styles from 795 to 1195





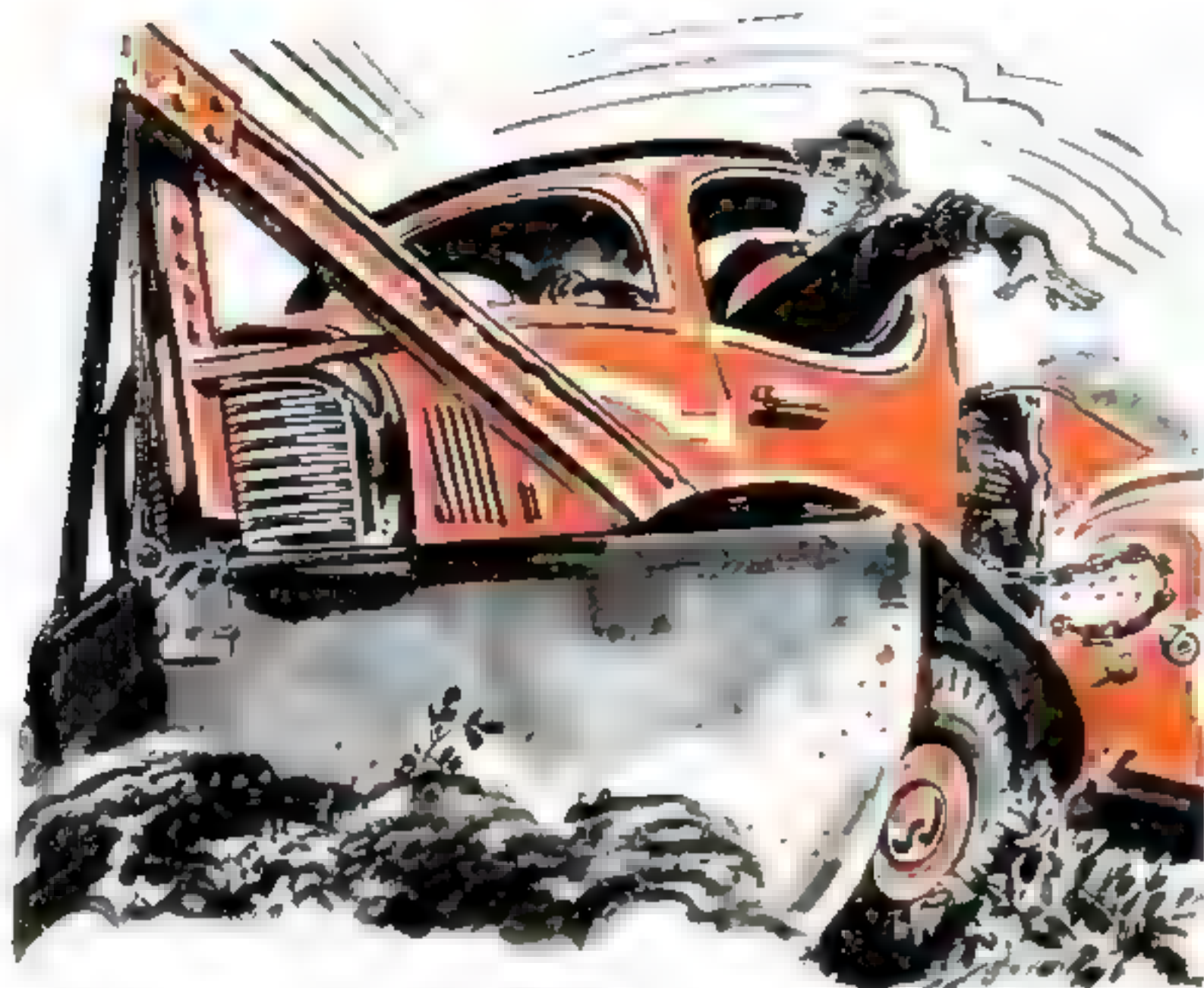
IN ONE OF "STRANGE BEDFELLOWS" LOVE SCENES MATTHEW WOOS HIS DREAMY WIFE WITH PHRASES LIKE "I ALWAYS REMEMBER THE LINE OF YOUR NECK"

HANDSOME COUPLE

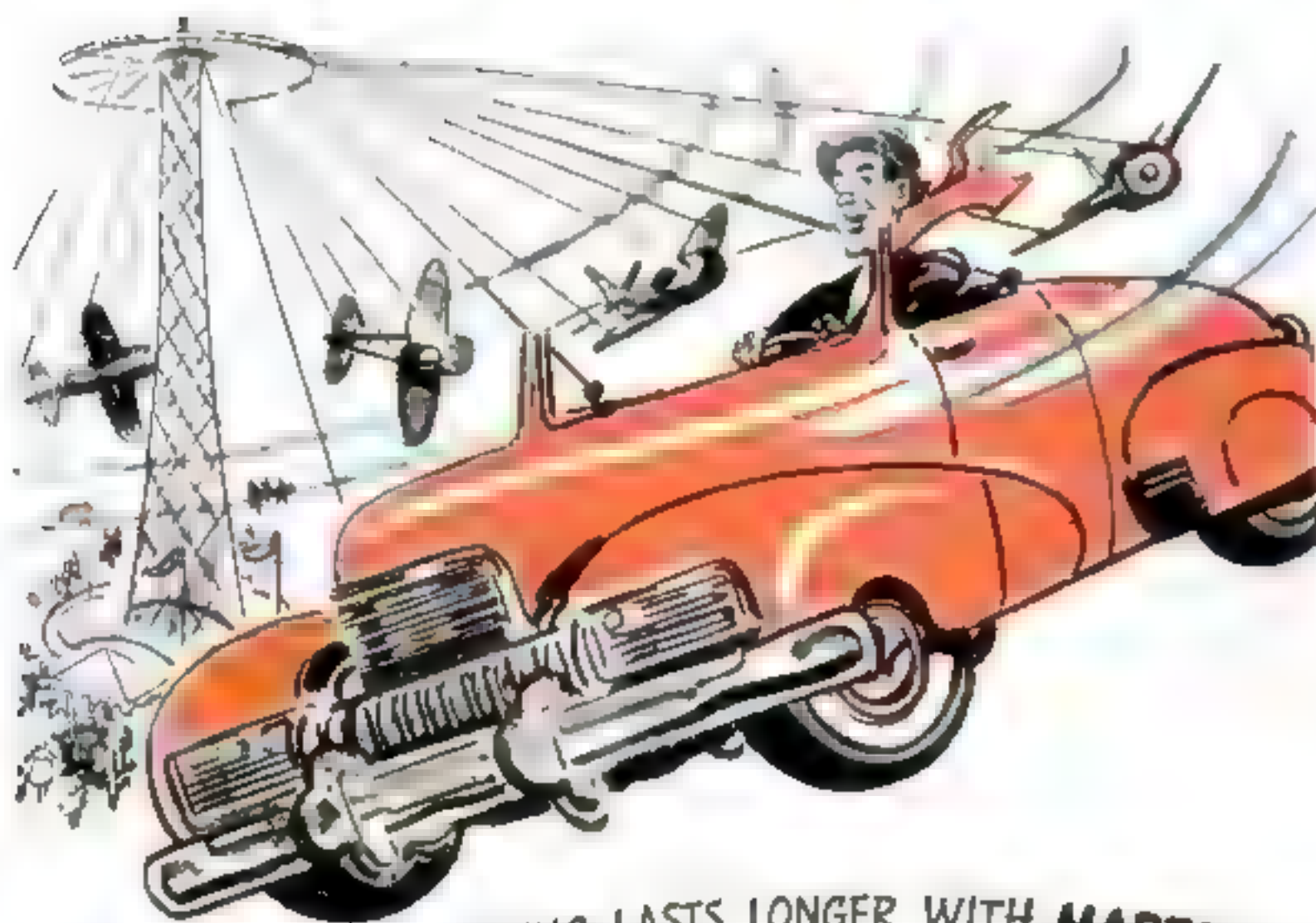
Joan Tetzel and John Archer are best-looking pair on Broadway

With pleasure as fresh as a schoolgirl's upon getting her first valentine, Broadway last month welcomed a vanishing tradition, the handsome leading couple. The pair that so pleased the audiences was Joan Tetzel (cover) and John Archer, who are in a play called *Strange Bedfellows*. Joan, who was the young heroine of 1944's *I Remember Mama*, was described by critics as "wonderful to look upon." John, who has been in the movies, was hailed as

one of the disappearing species of matinee idols and "the handsomest leading man since William Faversham." Together, the pair is easily the best-looking couple Broadway has seen in years. Their play, which is featherweight but lively, has John as a San Francisco congressman in 1896 and Joan as the suffragette bride who spurns him until he endorses her campaign for women's rights. One of their romantic tiffs is shown on the next page.



If your car feels like *this*... it's time for
MARFAK Chassis Lubrication



THAT CUSHIONY FEELING LASTS LONGER WITH MARFAK!

With *Marfak* Chassis Lubrication, you know your car gets lasting protection from wear and friction. *Marfak* is tough. It's specially compounded to protect wear surfaces and stick right to 'em — not for just a couple of hundred miles — but for 1,000 miles and more.

You're paid off in "cushiony" driving ease — sure sign that *Marfak* lasts longer.

Today, ask your Texaco Dealer to give your car that "*Marfak* feeling."



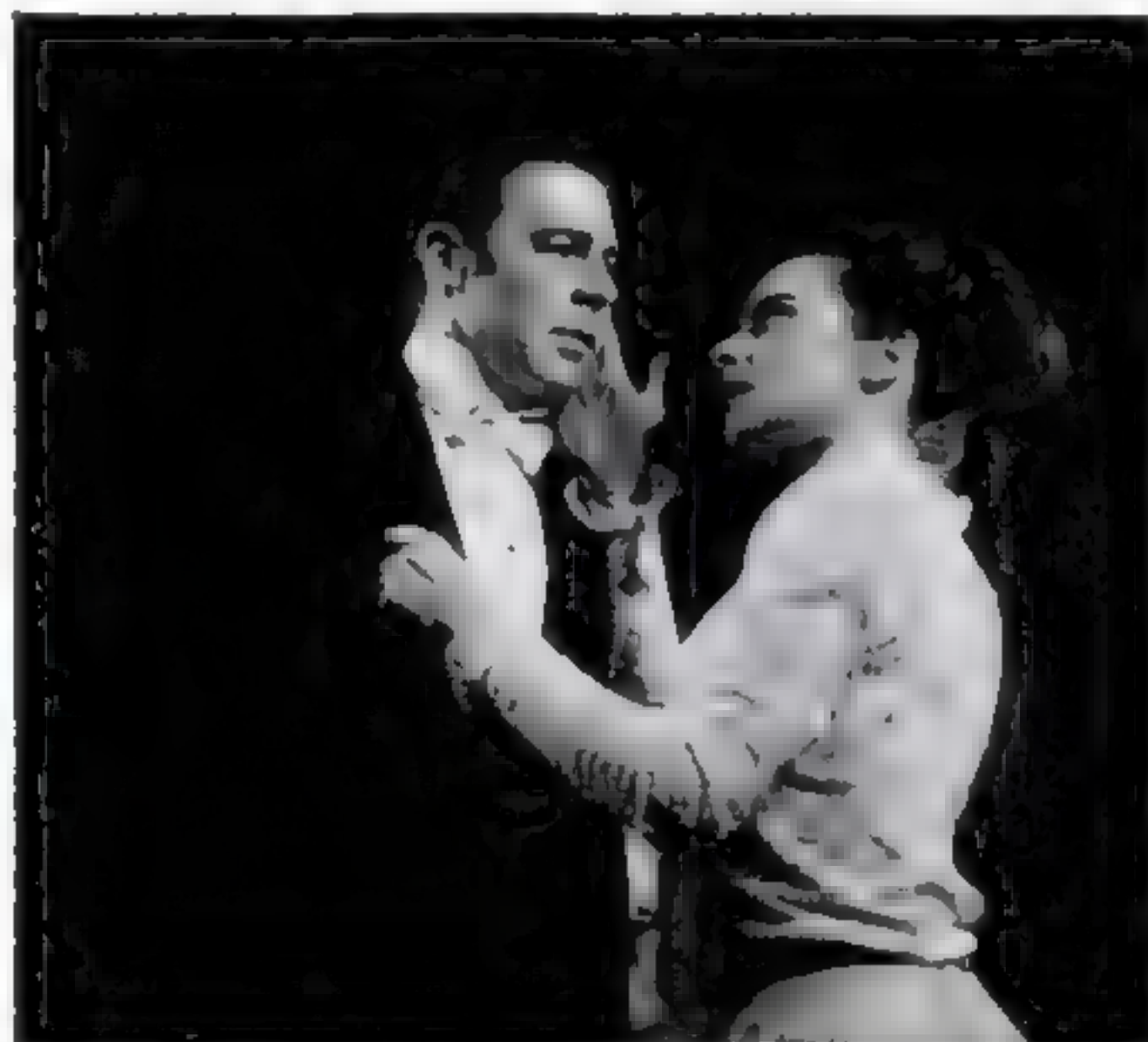
THE TEXAS COMPANY
TEXACO DEALERS IN ALL 48 STATES

Tune in: TEXACO STAR THEATER presents the TDNY MARTIN show featuring Alan Young every Wednesday night. METROPOLITAN OPERA broadcasts every Saturday afternoon. See newspaper for time and station.

Handsome Couple CONTINUED



MAN ATTACKS WOMAN in battle of sexes when Matthew tries to keep his wife from deserting. She is mad because he pooh-poohs women's rights.



WOMAN ATTACKS MAN when Matthew's wife slaps him because he bullied her. Then she bursts into tears because she says he ruined her dignity.



HAPPY ENDING is reached when Matthew agrees to help wife in her fight for her sex's right to vote and she submits gratefully to being carried upstairs.



Had Your Ton-Miles Today?

Last year the railroads moved more tons of freight more miles than ever before in time of peace.

They hauled enough tons enough miles, in fact, to average twelve ton-miles of transportation service every day in the year for every man, woman, and child in the United States.

That meant loading and moving more carloads of grain, more cars of coal than ever before—and more cars of all sorts than in

any of the war years, even though there were fewer cars available.

With the cooperation of shippers, the railroads are getting more service than ever before out of each freight car they have.

At the same time they are buying and building all the freight cars for which materials can be obtained. And they will continue to do so until the car supply is adequate to meet the needs of the nation with even greater efficiency and economy.

These new cars—and the locomotives, the improvements to track and signals and shops and all the rest of the railroad plant—call for an investment of more than a billion dollars a year.

That's one reason why railroad rates have to be enough so that railroad earnings will be adequate to attract investment dollars. For the railroads of *tomorrow*, and the service you will get from them, depend upon earnings *today*.

Association of American Railroads

WASHINGTON 6, D. C.

\$1.00 Value for 75¢ *if you act quickly!*

A Bargain in Shaving Luxury... You can save 25% on these nationally famous products. You get the regular sizes—enough for more than 3 months' use.

Here's what you get...

50¢ Williams "Luxury" Shaving Cream—double-size

or ...if you prefer brushless shaving

Glider ... "no-brush" shave—double-size.

PLUS

50¢ Aqua Velva—full-size bottle

\$1.00 VALUE... Yours for 75¢



Norman Rockwell says, "It's a great opportunity to join the world's most distinguished After-Shave Club—and get acquainted with Aqua Velva."

The distinguished members of the After-Shave Club—men like Norman Rockwell, Brock Pemberton and Ely Culbertson—have found that after once using Aqua Velva they don't feel right without it. It's quite justifiably the world's most popular after-shave lotion.



Burgess Meredith says, "Of course, Norman Rockwell is right—but to me the big feature is Williams Shaving Cream."

"Removing stage make-up makes my skin sensitive," continues Mr. Meredith. "But Williams allows me to shave without irritation." Choice of famous stars because it's kind to sensitive skin, Williams soaks wiry beards limp—lets you get a comfortable shave.



James Laessle, young executive, says "Norman Rockwell and Burgess Meredith both make good points—but what appeals to me most is Glider Brushless."

A successful young Philadelphia construction executive, James Laessle goes on: "With Glider Brushless I can get a close, clean shave seven days a week—and my face feels swell." Developed especially for men who shave every day, Glider gives your face more protection because it is made with an amazing skin-soothing agent.

Get this big bargain combination today—the supply is limited! At all drug and toilet-goods counters.





You can save twenty-five per cent on the regular sizes of these famous shaving preparations—by acting now. They're the modern products of 108 years' experience in making fine toiletries for men. Each year, they are used by more and more men . . . over twice as many now as before the war.





50-FOOT BUDDHA WEN-CH'U IS BIGGEST STATUE

LAMASERY

From a golden shrine in China
a boy lama inspires millions

As they have for hundreds of years, pilgrims last week plodded across great plains and toiled up mountain trails to the holy, golden-roofed lamasery of Kumbum, near the great salt lake of Koko Nor in China's remote northwest. Some of them came from as far as Peiping. Some came from Sinkiang and many from the sky-high mountains of Tibet. All came to pay homage to the 10-year-old Panchan Lama (*next page*), a living deity who rules the spiritual lives of 10 million Asiatics, and to pray and study under the priests who surround him.

A mixture of Buddhist mysticism and Tibetan magic, Lamaism has flourished in Tibet since the Seventh Century. Under the great Kublai Khan, the lamas gained temporal as well as spiritual power, and two branches of the faith developed. Through the intervening centuries the Dalai Lama at Lhasa in Tibet has held the temporal reins, the Panchan Lama has been primarily the holy leader of Lamaism. This division of authority often has led to trouble between the lamas, and in 1924 the Dalai Lama and his followers tossed the Panchan Lama out of Tibet. The exiles, still claiming spiritual leadership, eventually established new headquarters at the ancient Kumbum lamasery in China, legendary birthplace of the Lamaist reformer, Tsong-kha-pa. The Panchan died in 1937 and was succeeded by the little boy who now holds court there.

Although LIFE Photographer Mark Kauffman, who took these pictures, found that Kumbum was a beautiful capital, he also found its life austere. The boy lama's regent, 73-year-old Lo Ch'ang Chuen Chan, rules firmly over 3,000 student monks and the 50 "living Buddhas" who instruct them. The students muster in the Great Assembly Hall (*left*) and endure long schedules of study and prayer. They do no manual labor, but some of their prayers involve exhausting physical exertion. They must spend at least 10 years in such devotions before becoming priests. When this grim decade is over, however, the priests are richly compensated for their sacrifices. Back in their villages they are entitled to the best of everything.

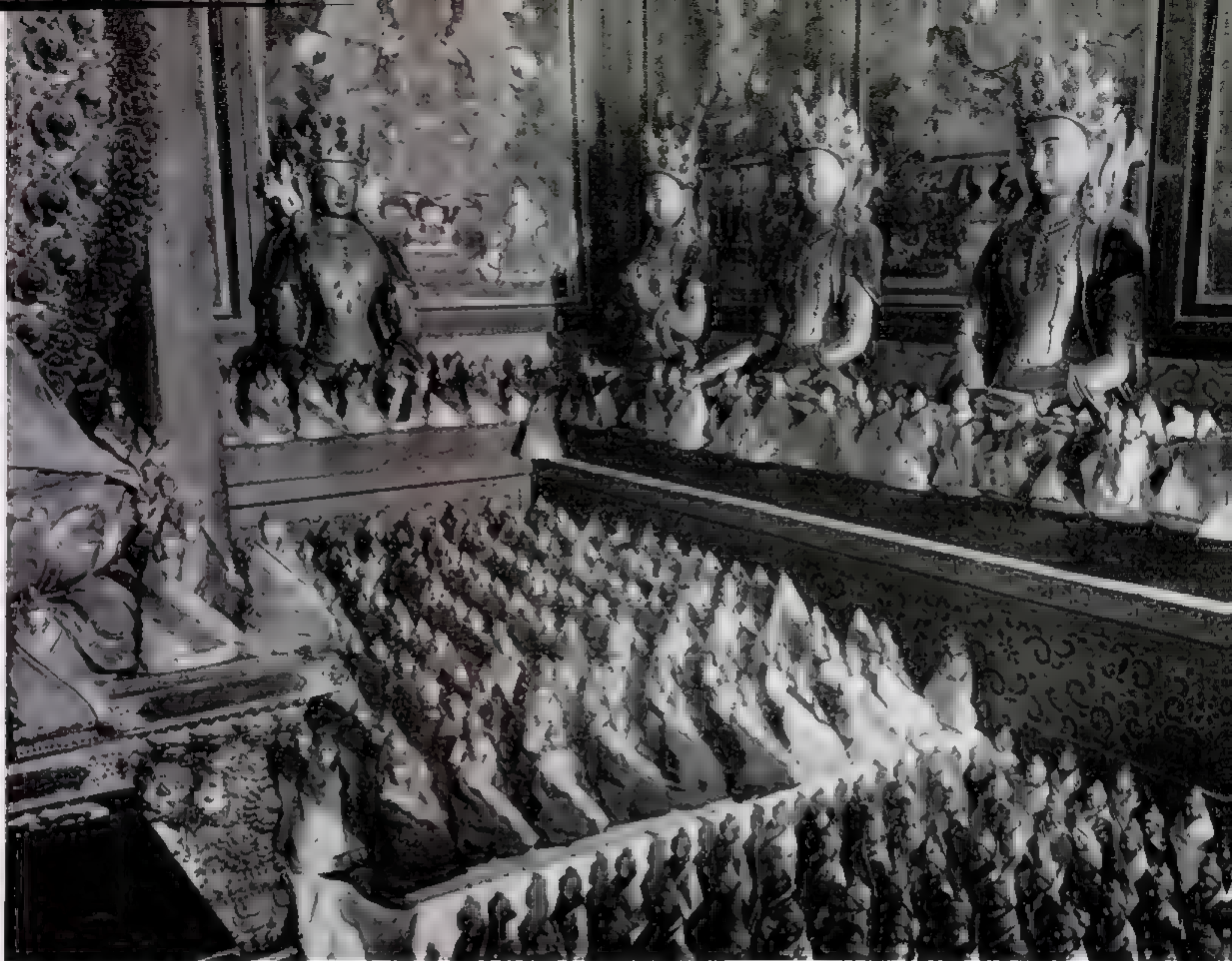
← IN ASSEMBLY HALL COURTYARD monks listen to regent's aide (*foreground*), who functions as the "lama executive." The building is more than 400 years old.

CONTINUED ON NEXT PAGE



ON A GAUDY THRONE sits the reincarnate Panchen Lama, surrounded by the holy emblems of his deity. Behind him is the 130-year-old embroidered por-

trait of Lamaist saint, Tsong kha-pa. On the table before him are four instruments of worship: a leathered holder, an urn of holy water, a bowl and a bell.



ROOM IN THE HALL OF THE GODS IS CROWDED WITH BIG AND LITTLE BUDDHAS WHILE A NEARBY CHAPEL UNDERGOES REPAIRS

BOY LAMA

**Buddha of Boundless Light
lives a quiet, lonely life**

Panchan Lamas are chosen by complicated rituals and tests which are supposed to prove that they are reincarnations of earlier lamas. Until his selection in 1941 the boy Panchan (*opposite*) was only a peasant baby named Tuteng Chueh-chi, whose humble parents live in Yuehsang on the road to Tibet. He was brought to Kumbum, along with several other babies, after the priests decided the new lama would be found in that general area. Chueh-chi was chosen over the rival candidates when he seemed to show a particular interest in the late Panchan's rosary, hat and other possessions. This caused the monks to decide that he was in truth the ninth reincarnation of the first Panchan Lama and the living Buddha of Boundless Light.

Chueh-chi now leads an exalted but restricted life. He studies eight hours a day and is permitted no child companions. In the evenings Chueh-chi plays rather wistfully with a rubber ball and a puppy. He never bathes and, like everyone else in Kumbum, he reeks of yak butter.



ROOFS OF KUMBUM form pleasant pattern amid the lofty hills of Chinghai province. Laymen come

from a nearby village to provide services for monks. The sacred city was founded in the 15th Century.



PROSTRATE PRAYERS are most strenuous work that monks perform. It takes thousands of prostrations to earn one phrase of instruction from a lama very dear

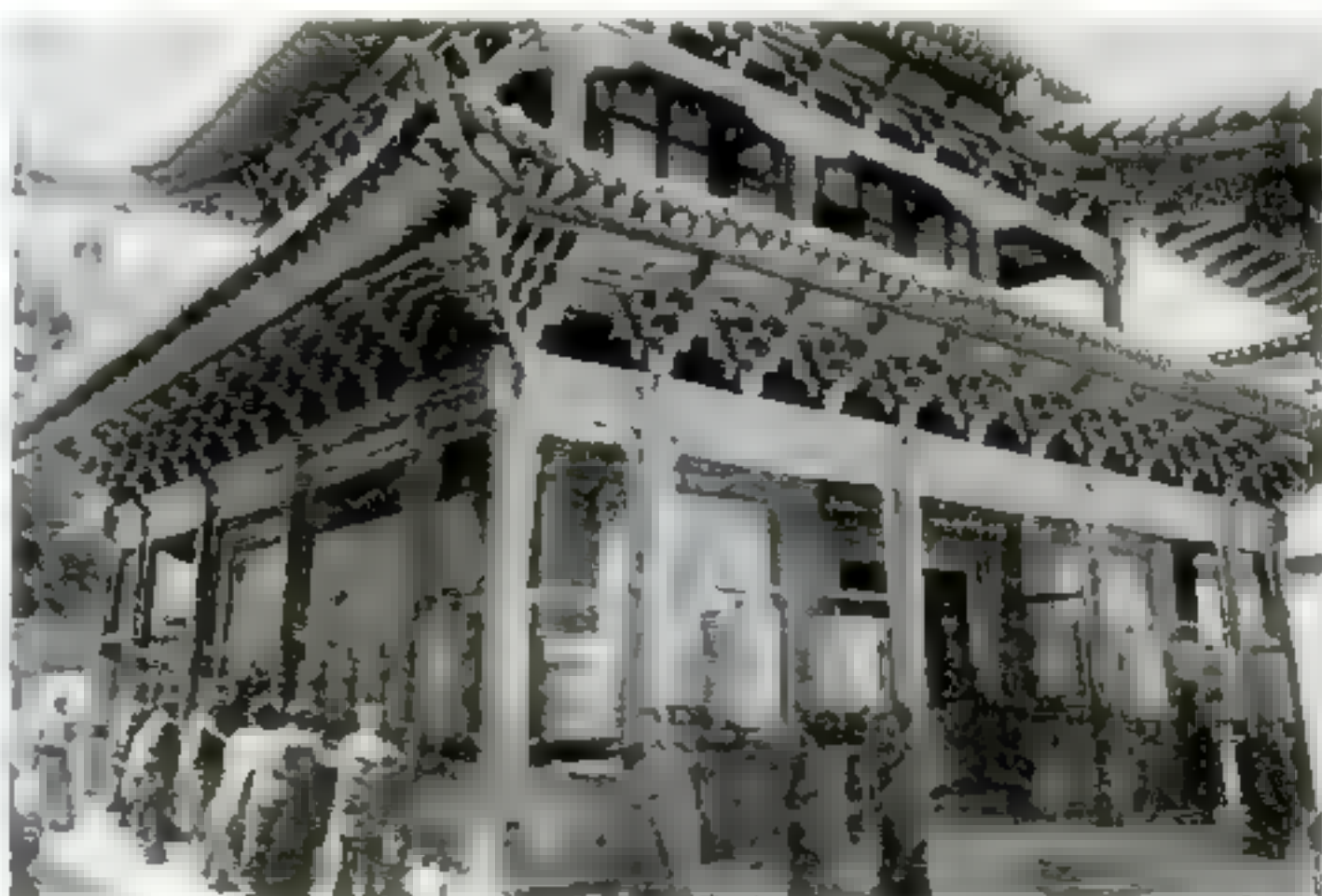


A MONK SPINS A BIG WHEEL ON WHICH PRAYERS ARE INSCRIBED

THE DEVOTIONS

They consist of never-ending prayers in praise of Buddha and the boy lama

Life for most of the Lamaists at Kumbum is a seemingly endless routine of devotions amidst austere and sheltered surroundings. Eighty of them serve on the lama's personal staff, under Regent Lo Ch'ang Chien Chan. The student monks study and spend their time in prayer, prostrating themselves (*left*) and spinning inscribed prayer wheels (*above and below*). The prostrate prayers have an added significance when they are made before the giant Buddha which is located behind an iron mesh screen in the Great Golden Roof Hall (*opposite*). This hall was originally built to enclose and protect the lamasery's "holy tree," which the faithful believe sprang from the spot where the great reformer Tsong-Kha-pa was born and where his mother buried his umbilical cord in the 14th Century.



SPINNING PRAYERS on the porch of temple are for weary monks and for Kumbum's illiterate laymen. Each revolution "recites" prayers inscribed on cylinder



FACING THE GIANT BUDDHA a student monk raises his hands before prostrating himself at the idol's feet. Life's photographer took this dramatic picture

inside the Great Golden Roof Hall from behind the decorative iron mesh that protects the statue. Highly prized, it is as old as the Kumbum lamasery itself.

COME ON! COME ON! GET IN!...GET IN!
PEPSI-COLA "TREASURE TOP"
SWEEPSTAKES and CONTESTS

WIN CASH PRIZES!
\$203,725.00
TOTAL CASH PRIZES

LOOK FOR
HIDDEN
DESIGN UNDER
EVERY
BOTTLE
TOP

Every entry
gets at least a
Certificate
toward the
family
Sweepstakes

WIN ONE OR
MORE OF THESE
CASH PRIZES

51
CASH PRIZES
EACH MONTH
IN YOUR
STATE!

IN
ADDITION
WIN... FAMILY
SWEEPSTAKES
1ST PRIZE
\$25,000.00
CASH!

IN
ADDITION
WIN...
NATIONAL
MONTHLY
PRIZES!

GET IN NOW!

Here's a sensational new series of contests that tops 'em all! Thousands of cash prizes! Lots of chances to win! Prizes each month in each state! Total cash \$203,725.00 (including dealer prizes). Fun? You bet it's fun—fun for Junior, fun for Grandpa, fun for the whole family! And just look at that swell list of prizes...that big Family Sweepstakes Prize of \$25,000.00 Cash! Don't wait—read the simple contest rules—and let's go! Enter now...get your whole family started now...in Pepsi-Cola's fascinating "Treasure Top" Sweepstakes and Contests.

WIN YOUR PRIZE FROM THIS LIST

Family Sweepstakes Prizes:

1st PRIZE: \$25,000.00
 2nd PRIZE: \$5,000.00
 3rd PRIZE: \$2,000.00
 4th PRIZE: \$1,000.00
 5th PRIZE: \$500.00
 35 PRIZES: \$100.00 each

Monthly National Prizes:

1st PRIZE: \$1,000.00
 2nd PRIZE: \$500.00
 3rd PRIZE: \$250.00

Monthly Prizes in Every State:

1st PRIZE: \$100.00
 2nd PRIZE: \$50.00
 3rd PRIZE: \$25.00
 4th to 10th PRIZES: each \$10.00
 NEXT 41 PRIZES: each \$5.00

★ Every entry gets at least a 100 point Treasure Certificate toward the Family Sweepstakes Prizes.

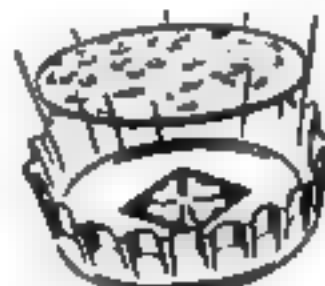


"TREASURE TOPS"—what they are

Pepsi-Cola bottle tops with hidden designs under the cork lining are called "Treasure Tops." Just remove the cork from inside the bottle top to find the design. So far there are 48 different designs, like the 2 shown above, representing branches of the U. S. Armed Forces. New designs will be added regularly during the contest. Look for Pepsi "Treasure Tops"—collect 'em—swap 'em. It's fun!

Find the hidden design Soak and flip out cork

Soak Pepsi-Cola bottle tops in moderately hot water. When the cork lining softens, it can easily be removed from inside the top.



Get the handy TREASURE Pouch

Handsome, handy, 6-inch pouch—the safe practical place to keep your "Treasure Tops" as you collect them. Made of heavy cloth; has zipper at the top and back loops so that you can wear it on your belt. Just send 25¢ in coin to Pepsi-Cola Treasure Pouch, P. O. Box 19, New York 8, N. Y.



HERE ARE THE OFFICIAL CONTEST RULES

1. On your entry blank or a sheet of paper, complete this statement in 25 words or less—"Pepsi-Cola hits the spot because . . .". Then write down your own name and address, the name of the head of your family, the name and address of the Pepsi-Cola dealer who helped you, and the total number of different designs on Pepsi-Cola "Treasure Tops" you have collected. Then mail your entry, together with one Pepsi-Cola "Treasure Top" with cork removed to show hidden design, to:

Pepsi-Cola "Treasure Top" Contests,
 P. O. Box 41,
 New York 8, N. Y.

Entries with insufficient postage will not be accepted.

2. The number of different designs you have collected will not be a factor in the awarding of the prizes. However, when you win a monthly prize, you must be able to show your total collection of different designs reported in the winning entry. Also, it's fun to collect and swap "Treasure Tops". Do not send your collection of "Treasure Tops" with your entry. Send in only one top with each entry.

3. You may enter these contests as many times each month as you wish, but no entry postmarked after June 30, 1948 will be accepted. Each time you enter, whether you win a cash prize or not, we will mail you a Treasure Certificate good for 100 points toward the \$37,000 Family Sweepstakes Prizes. If you win any one of the monthly prizes, you will receive 100 additional Treasure Certificate points.

4. All entries received during each calendar month will be judged in that month's contest. Entries from each state (and from the District of Columbia) will be judged separately, and will compete for the monthly state prizes only with other entries from that state.

5. Monthly cash prizes as listed on this page will be awarded on the basis of aptness, originality and interest of the statements submitted (see Rule 1). Each month's national prizes will be awarded to the three best entries of the 49 state first-prize winners in each monthly contest. All entries will be judged by the impartial judging staff of The Reuben H. Donnelley Corporation, an independent, nationally-known contest judging organization. Decisions of the judges will be final. Names of winners will be published.

6. All entries must be prepared by the contestant. Elaborate or fancy entries will not count extra. All entries and statements become the property of the Pepsi-Cola Company and none will be returned. In case of ties, the prize tied for will be awarded to each tied contestant, except for the sweepstakes prizes, procedure for which is listed under Rule 8.

7. Only contestants living within the 48 states or the District of Columbia will be eligible. Anyone may enter these contests except the employees of the Pepsi-Cola Company, Pepsi-Cola bottling companies or their advertising agencies. Members of the families of these employees are also excluded.

8. HUGE NATIONAL SWEEPSTAKES PRIZES WILL BE AWARDED AS FOLLOWS:

(a) Each Treasure Certificate received by you or members of your family (see Rule 3) counts 100 Sweepstakes Points for your family. *Save them!* (For the purpose of this contest, a "family" shall be considered as only persons related by blood, marriage or adoption living in the same household under one family head.)

(b) The 100 families, plus families tying with any of them, who have received the greatest number of Sweepstakes Points in the competition, qualify for the Sweepstakes Finals. Each family thus qualifying must be prepared to show the total number of Treasure Certificates received by the family and also to show the total number of "Treasure Top" designs reported in the family's entries (see Rule 1). Both the number of Treasure Certificates and the number of "Treasure Top" designs must agree with official contest records of the judging staff and these records will be considered final where any discrepancy occurs.

(c) The qualifying families will then be promptly notified and each family will be required to submit one statement of fifty words or less on the subject "How the Sales of Pepsi-Cola Can Be Increased". They must get the help of their Pepsi-Cola dealer in preparing this statement and must submit that dealer's name and address. The Sweepstakes Prizes will then be awarded by the impartial judging staff, mentioned in Rule 5, on the basis of aptness, originality and sincerity of the statements thus submitted.

These contests are subject to all state and local laws and regulations.

Facts about Pepsi-Cola to help you win!

QUALITY—Finest ingredients, blended right, bottled right, make Pepsi tops for quality—quality you can count on.

TASTE—For finer flavor, smoother drinking, Pepsi's your number-one order. Try good good Pepsi . . . and compare.

SIZE—That big 12-ounce bottle means more for your money every time. For pleasant drinking, for economical entertaining, buy Pepsi—and save.

VALUE—Compare what you get in Pepsi—for quality, size and taste. You'll say Pepsi's your best drink . . . your best buy.

ENTER HERE AND NOW!!!

PEPSI-COLA "TREASURE TOP" CONTESTS
 P. O. BOX 41, NEW YORK 8, N. Y.

NAME _____

ADDRESS _____
 (PLEASE PRINT)

CITY _____ STATE _____

(NAME OF HEAD OF FAMILY)

PEPSI-COLA HITS THE SPOT BECAUSE _____
 (25 ADDITIONAL WORDS OR LESS)



SOME WOMEN BORN UNDER
The Sign Of The Ram
WILL STOP AT NOTHING

A compelling story of an extraordinary woman, **THE SIGN OF THE RAM** marks the return of **SUSAN PETERS** to motion pictures in a portrayal which is a superb dramatic achievement. Co-starring with Miss Peters in this eloquently emotional screen version of the best-selling Margaret Ferguson novel

are Alexander Knox, Phyllis Thaxter, Peggy Ann Garner, Ron Randell, Dame May Whitty and Allene Roberts. Charles Bennett wrote the screenplay; Irving Cummings, Jr. produced and John Sturges directed it. **THE SIGN OF THE RAM** is an Irving Cummings production . . . a Columbia Picture.



IN A FROTHY BLACK PETTICOAT SPLATTERED WITH TELEPHONE NUMBERS PAT DAVIES MODELS AN EXAMPLE OF DESIGNER PARK'S LEAP YEAR LINGERIE. IT COSTS \$45

MOVIE LINGERIE

Hollywood designer produces some spectacular Leap Year underwear

The lingerie situation, long exploited by Hollywood to the delight of many a movie-going male, has taken a new twist. For 1948 a California designer named Juel Park is hoping to put her well-heeled clientele into what she modestly calls Leap Year Lingerie. There is nothing modest about the flashy product. All of the spectacular and expensive garments (\$41.75 to \$235) are sprinkled with Leap Year hints ranging from petticoats bearing

the wearer's telephone number (*above*) to hostess gowns embroidered with more forthright devices like bear traps (p. 89). Designer Park claims among her year-in-year-out customers such married ladies as Joan Fontaine Dozier, Barbara Stanwyck Taylor, Paulette Goddard Meredith and Gloria Vanderbilt Stokowski. But her Leap Year creations are probably handsome enough and silly enough to appeal to unmarried ladies almost any year.



Lingerie CONTINUED



"MISSION ACCOMPLISHED" night gown is brief and decorated with a satin ball and chain. This, according to Designer Parkes, is for Leap Year brides.



"POWER OF SUGGESTION" housecoat is heavily appliquéd with useful hints like "Bride-groom" and wedding bells. Made of white satin, it costs \$175.

◀ **LEAP YEAR PANTS** and bra bear a new slogan: "Cherchez L'Homme", derived from the old mystery writers' formula, "Cherchez la femme." Price \$41.75.

CONTINUED ON PAGE 80



Textron's wonderful, washable blouses... Deep-throated cotton, about \$6
Violet-printed rayon, about \$5 • French-cuffed rayon, about \$6

First signs of Spring...

TEXTRON'S FLOCK OF FRESH NEW BLOUSES

Now Textron brings you blouses gay as a bough in blossom . . . sweet as the dawn song of a bird. Choose from a flock of gay, new styles—the feminine shirtwaist in green, blue or gray cotton with wing-out cuffs and collar of white piqué . . .

the button-back rayon blouse with Spring-fresh violets in yellow-and-aqua,

violet-and-gray or blue-and-beige . . . the softly tailored blouse in finest rayon in a variety of

happy colors. In sizes 32 to 38. Other styles, 32 to 44. At leading stores throughout the country.

TEXTRON, INC., Textron Building, 401 Fifth Avenue, New York 16, N. Y.

TEXTRON
REG. U. S. PAT. OFF.

HOSTESS COATS • WOVEN & TRICOT LINGERIE • MENSWEAR • BLOUSES

NOW a finer, fresher-tasting ORANGE JUICE!



"ONLY
THE SWEET-
HEART OF THE
FRUIT"



Taste the difference when you enjoy this orange juice—made with only the *sweetheart* of the fruit. It's *all* flavor—*natural* flavor—an extra quality orange juice because it comes to you from within the "flavor-line" (see illustration).

Your *first* taste will tell you...it's deliciously different! Ask your grocer for J. William Horsey Orange Juice today.

© 1949 J. W. H. CORP.



TRY THESE OTHER DELICIOUS PRODUCTS

- Grapefruit Juice
- Grapefruit and Orange Juice
- Grapefruit Flavors
- Orange Flavors
- Orange and Cranberry Salad
- Lime Juice

J. William Horsey Corporation

Tampa, Florida



"MAN TRAP" hostess gown bears a powerful suggestion to suitors in the form of a big gold-lamé bear trap. Made of white crepe, the gown costs \$195.



"BIRD IN HAND" negligee bears faintly visible bird designs at collar but has little to do with Leap Year, is supposed to be worn by married women.



Paint your own picture
of a perfect vacation in



Red-coated "Mounties" are one of Canada's traditions—part of her intriguing foreign flavor.

CANADA

Got a special sort of vacation all dreamed up? Of outdoor life in National Parks? Of luxury life on an inland cruise or at some secluded resort? Big-city sightseeing? A fishing party into the deep woods? Canada has it all ready for you. Beauty to take your breath away. Prices that stretch your vacation dollars. Friendly people, with whom you're never a stranger, always a guest. So bring your vacation dream along—live it this year in Canada. For information, write:

Canadian Government Travel Bureau,
Department of Trade & Commerce,
Ottawa, Canada.

Hon. J. A. MacKINNON D. LEO DOLAN
Minister Director

NO PASSPORT NEEDED



CANADIAN GOVERNMENT TRAVEL BUREAU
OTTAWA CANADA

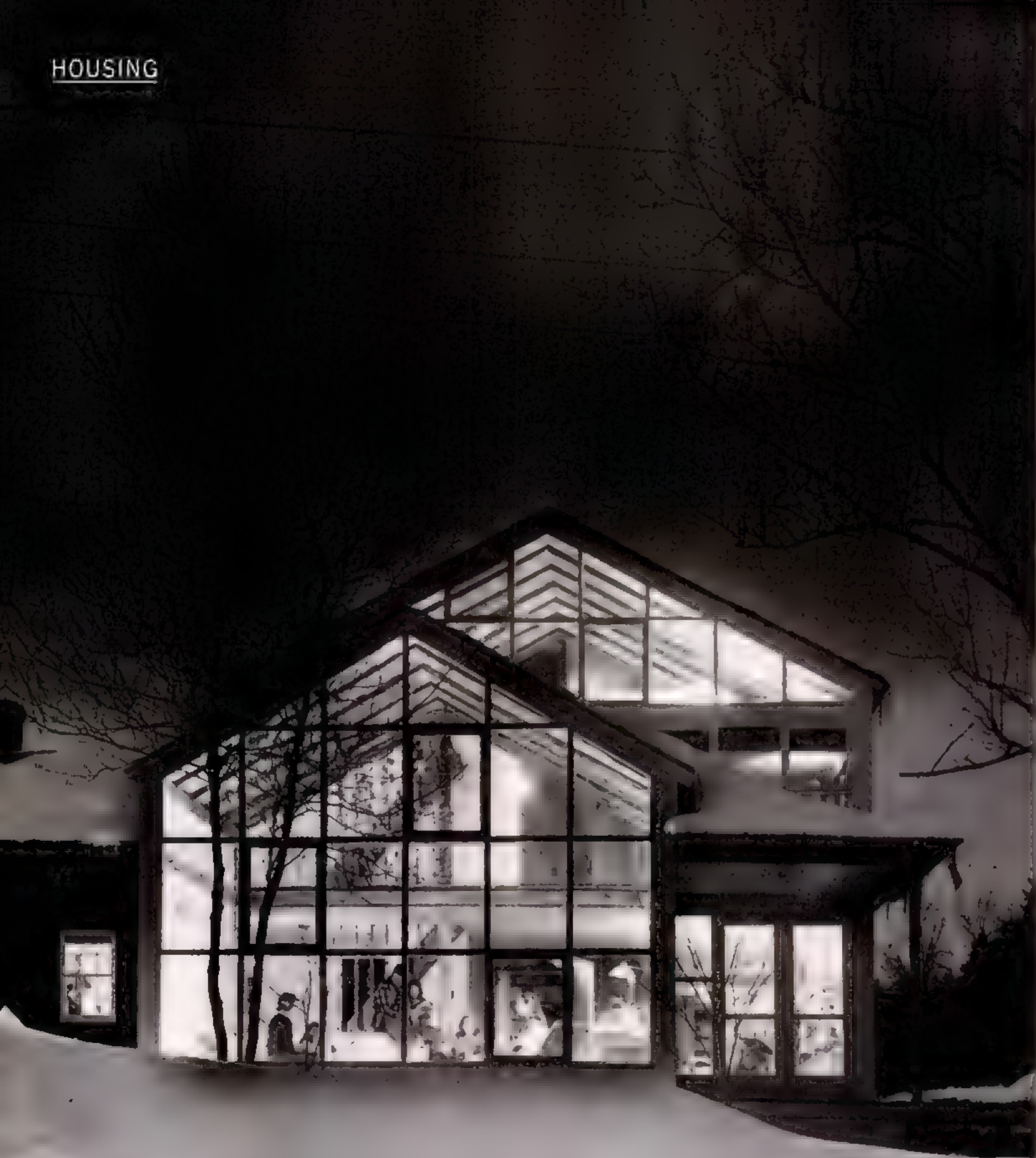
Please send me your illustrated book,
"Canada, Vacations Unlimited"—(Please Print)

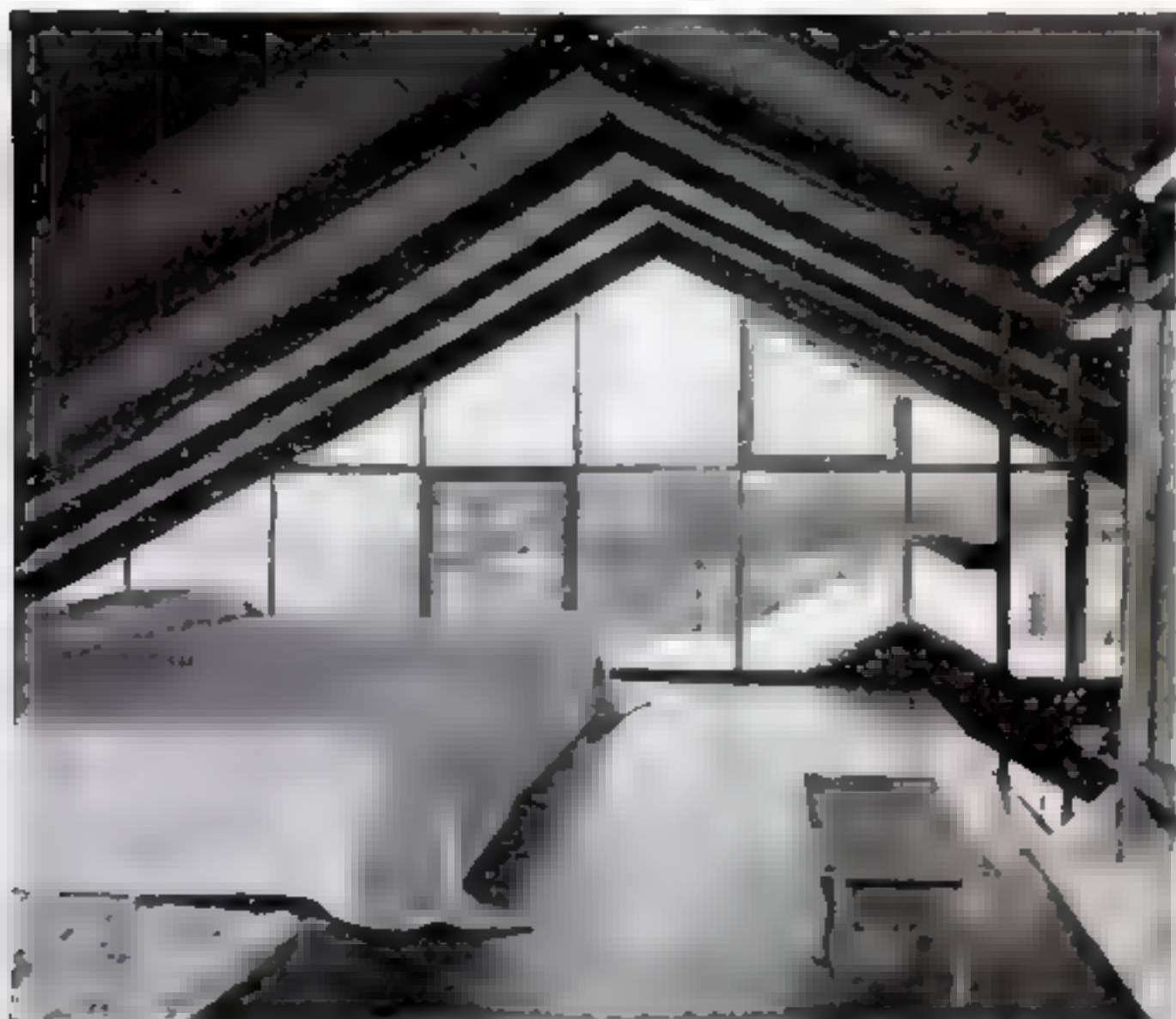
Name _____

Street and No. _____

Town _____ State _____

HOUSING





MASTER BEDROOM occupies all of what was third-floor attic. From it the Gorkys lie in bed mornings and watch the sun come up over Connecticut's hills.

OLD HOUSE MADE NEW

A huge glass wall helps convert an ancient Connecticut farmhouse into a modern dwelling

The house shown here is an outstanding example of how an old-fashioned dwelling can be transformed into a striking modern home. Some time ago New York Architect Henry Hebbeln bought a moldering, early 19th Century home near Sherman, Conn. from a man who had already started to tear it down. Most of the interior walls were already demolished. The clapboards on the south side were beyond repair. Hebbeln began his reconstruction by not replacing interior partitions and by substituting a wall of glass for the weather-ravaged clapboards. Chestnut boards from a barn became rich paneling. The sun-filled result is a blend of traditional and modern architecture that comfortably houses tenant Arshile Gorky, an artist, and his family in its eight rooms.



DINING ROOM becomes a library when not in use. Kitchen (background) is separated from it by barn door which slides back and forth on tracked wheels.

← **NIGHT VIEW** well illustrates the modern look of the old house, whose remoteness obviates the use of window shades. Here the Gorkys entertain guests.

CONTINUED ON NEXT PAGE

Announcing ... A TOTALLY NEW and DIFFERENT KIND OF ONE-UNIT HEARING AID



The NEW 1948 Beltone MONO-PAC HEARING AID

with the "MAGIC Silver Circuit"

New ... revolutionary ... Beltone now presents to the hard-of-hearing people of America an utterly different, new, vastly improved hearing aid. Smaller ... Thinner ... Lighter ... Clearer ... More Powerful ... More Economical than ever before!

Brings You NEW, Exclusive 1948 Features

IN ONE TINY HIDDEN UNIT!

Based on a war-discovered secret ... a new principle of electronic science ... Beltone, leader in its field, and pioneer of the One-Unit instrument, now takes a great step forward to bring you this tiny Super-Powered, amazingly clear, all-in-one hearing aid.

It's so small, you'll hardly believe your eyes when you see it (can slip

into a man's watch pocket or clip easily to a woman's brassiere)—so feather-light, you hardly know you're wearing it—so powerful, efficient, and faithful in tone you can hear low voices without straining, without the drain on batteries and tubes as on hearing aids of the past—most annoying "Background" noises filtered out! Only Beltone can bring sufferers from hearing defects ALL these great benefits:

NEW! Beltone Magic Silver Circuit

Over 45 parts now combined into one tiny moisture-proof chassis—sealed, trouble-free.

NEW! Beltone X-CELL

Tiny "A" Battery ends battery "rotating" nuisance. Won't "blast or fade." Tubes last far longer.

NEW! Beltone M-2 RECEIVER

World's smallest! For greater convenience, hardly visible. Yet, transmits 2 to 6 times more sound intensity.

NEW! Beltone SELECTO- METER

Automatically tells which ONE of 144 hearing corrections you need. Exclusive development by Beltone!

Free! MAIL COUPON
for illustrated booklet
"ABOUT DEAFNESS". Tells what
Science can do to overcome Hearing
LOSS for you or some relative or
friend! Your copy sent FREE, in
plain wrapper, without obligation.
DON'T DELAY!

BELTONE HEARING AID CO., Dept. L-2
1450 West 19th Street, Chicago 8, Illinois

Please send me, without cost or obligation,
the new FREE booklet of interesting facts
about DEAFNESS and HOW TO OVER-
COME IT.

Name.....

Address.....

Town.....State.....

"Worked Best with his Feet in Ice Water..."

400 East 52nd Street
New York City
December 19, 1947

EDGEWORTH
RICHMOND, VIRGINIA
Dear Edgeworth.

They say that every artist has a favorite mood in which his best ideas are born. Shelley wrote easiest while toasting himself in the sun. Mozart composed more readily after a full dinner. Schiller worked best with his feet in ice water.

As an artist who specializes in painting portraits of beautiful American women, including endless Cover Girls, I must confess that I work best—not with my feet in a tub of ice water—but with a pipe in my mouth filled with (Edgeworth, of course).

May I compliment you on a wonderful pipe tobacco. I am a devoted and loyal user.

Yours very sincerely,
BRADSHAW CRANDELL

What is it about Edgeworth that would prompt a great portrait painter to sit down and write a letter praising its quality. Smoke a pipeful today—and you, too, may learn the secret. Edgeworth is America's Finest Pipe Tobacco.



Edgeworth is sold in durable Seal-Pak Pouch. Insert finger to break seal and open pouch.

Pouch is heat sealed, moisture proof, keeps tobacco factory fresh. Easy to fill pipe. Prevents spilling.



10 Reasons Why EDGEWORTH America's Finest Pipe Tobacco is packed in the Seal-Pak Pouch

1. Heat sealed, moisture proof
2. Guarantees flavor freshness
3. Modern wrap around design
4. Folds smaller as used
5. No pocket bulge
6. Durable, handy to carry
7. Moisture guard lining
8. Easy to fill pipe
9. Prevents spilling
10. America's Finest pocket package

EDGEWORTH
America's Finest
Pipe Tobacco

Old House Made New CONTINUED



MODERN FURNISHINGS and the house's pegged chestnut floors go well together. Removal of wall and ceiling made this room part of the living room.



WOODSHED extending from back of the house has been remodeled into a studio for Painter Gorky. Wallboard around door and window is temporary.



ORIGINAL CHESTNUT POSTS and beams, now exposed, still staunchly support the house. Hebbeln estimates cost of reconditioning at about \$10,000.

COMPARE

THIS \$3.50

VENUS Hooded Pen

with any other pen
at any price!

Quick Dry!

NO BLOTTER NEEDED
Uses quick-drying ink
(writes dry) or regular
ink. Exclusively de-
signed.

Instant Starting!

Patented ink control
under hood, keeps the
14 Karat gold point
moist—for instant
touch and flow!

only
\$3.50
No Tax

EXCLUSIVE
DESIGN

PATENTED
INK
CONTROL

Every pen Pre-tested and Guaranteed
by American Pencil Company
makers of famous Venus Pencils



Beaman Archival

*Famous
Queens*

BY FAMOUS MASTERS
CLEOPATRA
Painting by
H. P. Gray



HIGHLAND

"The royal name
in Scotch"

QUEEN

Blended Scotch Whisky

IMPORTED BY
McKesson & Robbins, Inc., New York



and best of all...

IN THE CITY OF TOWN... appearance, it takes its inspiration... Milliken's crisp-to-the-touch, tailored, long-sleeved coat, made of pure, rich, soft wool.

As the old proverb says, a Milliken Wool is a Milliken Wool. We are proud to say that our Milliken Wool is the only wool in the world that is guaranteed to be 100% pure, rich, soft wool. (The only wool in the world that is guaranteed to be 100% pure, rich, soft wool.) Write Milliken Wool, Two Seventh Avenue, New York 1, N. Y.

...it's a

Milliken

100% VIRGIN WOOL



It's flavor-aged

Pears, before they flavor-age to luscious goodness, take months of time.

Clicquot Club Ginger Ale takes time for flavor-aging too . . . blending select Jamaica ginger with other choice ingredients and aging them for months. The flavor's perfect—"over 50 years a favorite." Remember: Clicquot Club Cola is flavor-aged too!

Clicquot Club ginger ale



lift your spirits with

a really live sparkling water by Clicquot Club. This merry mixer keeps a tall drink sparkling for a solid hour. An opened bottle, recapped and refrigerated, holds its gay sparkle for two whole days. Give your spirits a lift with Clicquot Club.

Clicquot Club sparkling water

(Pronounced Kleecko)





WHILE AN OVERCOATED WATCHER STUDIES HIS POWERFUL SEVEN-FOOT STRIDE, GILBERT DODDS RACES THROUGH THE THIRD LAP OF HIS RECORD-BREAKING MILE

BEST INDOOR MILE

**Gil Dodds runs his greatest race
and creates a new world record**

The strong limbed athlete in the picture above is running a mile on an indoor track faster than any man has ever done it before in competition. He is Gilbert Dodds, a part-time preacher whose record performance took place Jan. 31 at the Millrose Games in New York. For this race Dodds modified his usual tactics. Instead of loafing through one 160-yard lap, he bounded in front immediately and ran the first quarter (*above*) in 38.4 seconds. Sensing a new record, the 15,000 spectators set

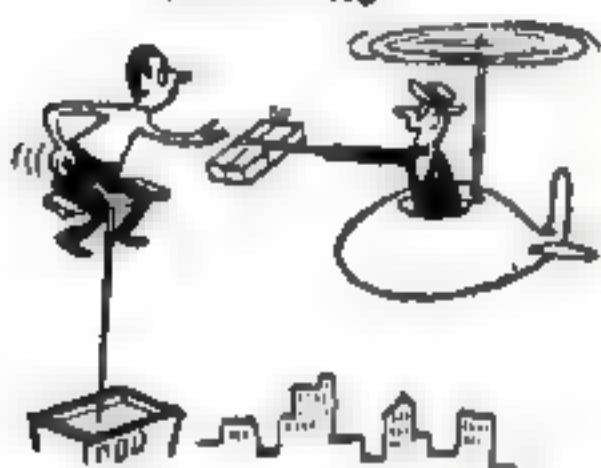
up a roar. Dodds responded with his characteristic man killing pace, leaving five other runners hopelessly behind as he passed the three-quarter mark in 3:03.9. He then ran the fastest last quarter of his career to complete the mile in 4:05 3/4, 1.1 seconds faster than the record he had set four years ago. Almost everyone thought the "Flying Parson" could do even better and that next summer he might become the first U. S. runner in 4'1 years to win an Olympic 1,500-meter championship



A young flagpole sitter named Pat



Used to wriggle and squirm as he sat.



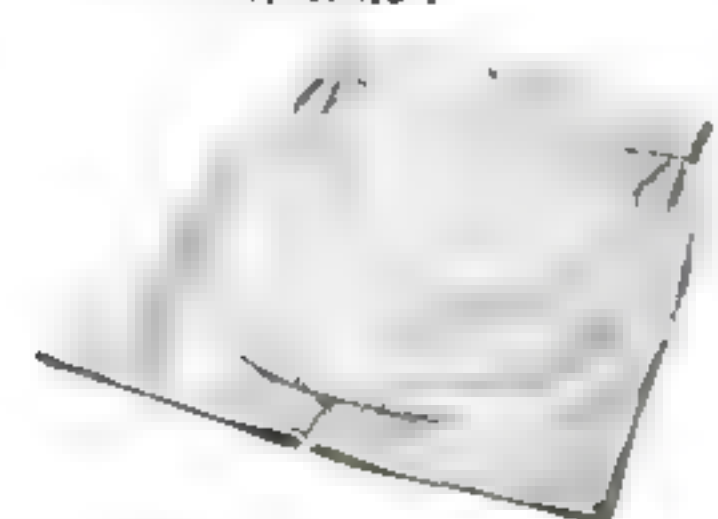
Said a friend: "Want to find



Some shorts that won't bind?



Wear Arrows! They're famous for that!"



No chafing center seam • Sanitized-labeled • Gripper fasteners • elastic or tie side • boxer model • adjustable back.

ARROW SHORTS

\$1.25 \$1.50 \$1.75 - Arrow Undershirts, 85¢ up

Made by the makers of Arrow Shirts
Cluett, Peabody & Co., Inc.



FLASHBULBS POP as Dodds finishes his record mile, almost lapping two opponents (foreground) who have barely begun last weary jog around the track.

GREATEST OF ALL U.S. MILERS ALSO PERFORMS IN THE PULPIT

Among U.S. milers Gilbert Lothair Dodds is unique not only on Saturday night, when he performs on the track, but also on Sunday morning, when he performs in the pulpit. Dodds is a lay preacher (i.e., unordained) in the First Brethren Church, a Protestant denomination found principally in the Middle West and known colloquially as Dunkards. He thinks that most of the world's woes can be cured by prayer, and he says with honest simplicity, "I pray all the time." Prior to one of his races with Sweden's great Gunder Haegg in the summer of 1943, Dodds noticed Haegg's lips working silently. He made inquiry through an interpreter and was informed that Haegg was praying that both men should be allowed to do their best. Dodds was impressed and delighted. This was precisely the extent of his own silent supplication.

Dodds gets two or three letters a year from religious mavericks condemning him for exposing his bare legs to profane eyes. This sort of thing does not bother Dodds, although he was momentarily disturbed last year when an evangelist advised him to quit running for the good of his soul. The evangelist suspected that Dodds ran for personal glory and not for the glory of the Lord. The slur was unjust, because Dodds goes out of his way to make his running talents serve evangelical ends. He once ran an exhibition mile at a Youth for Christ rally in Chicago at which he glorified the Lord for 70,000 people.

Away from the track Dodds is shy and slightly professorial in appearance. When he is trying to go to sleep in a Pullman berth he may be heard humming *Onward, Christian Soldiers* or *Rock of Ages*. Even his autograph has an evangelical flavor, as he always jots down a scriptural reference beneath his signature. On a few occasions the meaning of this notation has been lost on the person who requested the autograph. Once in New York a man interpreted "Phil. 4:13" to mean that Dodds had once run a 4:13 mile in Philadelphia.

On the eve of a race he is certain to win, Dodds is seized with the gnawing notion that he is about to let down the people who pay to see him run. He has now won 29 races in succession, but on one occasion he did let them down. That was in 1939, when Madison Square Garden invited him to enter the two-mile run in the Millrose Games on the basis of his promising performance as a college sophomore. Dodds had never run indoors in his life, and he was quickly exhausted by the

Treat Yourself to...



the candy loved
by 4 generations.



A.N.O.I. **GOODNESS
PURITY
FLAVOR**
Established for 73 years



A favorite with sportsmen. For fishing, hunting, trapping, skinning, and a host of other uses... See this and other CAMILLUS knives at hardware or sporting goods stores.

CAMILLUS
has the edge!

No. 20
3 3/4" closed

CAMILLUS CUTLERY COMPANY, New York 17, N. Y.
Established 1876... Factory at Camillus, N. Y.



Campho-Phenique
Helps SOOTHE
AND HEAL
MINOR
CUTS

RELIEVE PAIN! COMBAT INFECTION!
That's the 2-way help you get from Campho-Phenique, the liquid antiseptic that relieves pain and irritation, too!

APPLY CAMPHO-PHENIQUE QUICK, to minor cuts, burns; cold sores, fever blisters; scratches, and non-poisonous insect bites. Relieves pain and aids Nature to heal by combating infection.

USED BY MANY DOCTORS, dentists and nurses. Ask for "Cam-fo Fen-eeek" at any drug counter. It's soothing and stainless. Popular more than 50 years.

CAMPHO-PHENIQUE
THE PAIN-RELIEVING ANTISEPTIC

June Cotey's smile wins a career in the clouds —

THE SMILE THAT WINS IS THE PEPSODENT SMILE!



June Cotey, Airline Stewardess, flies the exciting New York-to-Chicago run for American Airlines. It's a dream come true for Chicago-born June. For she set her heart on flying when she was a student at Chicago's Austin High. After leaving De Paul University, June joined the Airlines as a reservation clerk . . . progressed rapidly to receptionist in the personnel section — and there she won her "wings." Now passengers often comment on June's winning smile. "It's a Pepsodent smile," June says, "I like the taste of Pepsodent Tooth Paste—and it really keeps my teeth bright. You know, a bright smile is part of my job!"

WINS 3 to 1 over any other tooth paste!

You'll find people all over America agree with June Cotey. New Pepsodent with Irium is their 3-to-1 favorite for brighter smiles. In recent tests, families from coast to coast were asked to compare New Pepsodent Tooth Paste with the brands they'd been using at home. By an overwhelming majority . . . by an average of 3 to 1 . . . they preferred New Pepsodent over any other leading brand they tried!

Yes, New Pepsodent won 3 to 1 for its cool, minty flavor . . . for making breath cleaner, and making teeth brighter! For the safety of your smile use Pepsodent twice a day—see your dentist twice a year!



Do YOU have a winning smile? If Pepsodent has helped your smile and career—send your picture and story to Pepsodent, 141 W. Jackson Blvd., Chicago 4, Illinois. If used in our advertising you will receive regular professional model fees.

Another fine product of Lever Brothers Company

If it's K. Wragge... it's Right!

Take a rich quality, tubbable fabric, endow it with inspired styling, add a wealth of glorious detail, and tailor it to perfection—and you have an exciting K. WRAGGE blouse that owes its distinction to long years of shirt-making knowhow. To complete your Spring wardrobe, choose these three exquisite new creations.



CHARMELEE® rayon crepe. Collar edged with narrow Venice lace. Removable black bow, $\frac{1}{4}$ inches, diagonal panel of fine Belgian type Venice lace galoon. Ideal with suits or skirts. White only. Sizes 32-38. About \$6.00.



Fine washable rayon sheer Georgette type— $\frac{1}{4}$ sleeves and panel treatment of fine Organdy embroidery. Baby-rolled embroidery at jewel necklines. Shirtsling above all, suitlike, too. White only. Sizes 32-38. About \$4.95.



Short-sleeved Anderson chambray to set off your suits. Tucked bosom, wing collar and cuffs of fine white wale pique on blue, pink, rose, maize, tan or light green. Cuff links. Sizes 32-38. About \$6.00.

Original

K. WRAGGE

Since 1872

REFLECTING THE MASCULINE CONCEPT IN BLOUSE DESIGN

At better stores or write K. Wragge, 1272 Broadway, New York 18.

Gil Dodds CONTINUED

board track and by the smoke-laden atmosphere. He weaved from side to side like a drunken sailor and finally fell flat on his face. He has never forgotten the derisive chorus that accompanied his weary walk back to the dressing room. Indeed the memory of it almost kept him from attempting his now-famous comeback 19 months ago.

After an undefeated season in 1944 Dodds stayed out of competition for two seasons "because I thought the Lord wanted me to go out and reach young people." But friends at Wheaton College, an interdenominational school near Chicago where he had enrolled as a graduate student in Christian education, finally coaxed him into running in a regional A.A.U. meet. Dodds was panicky when his race was called. "I'm an old man," he mumbled as he fumbled with his shoelaces. "I've got no business out here running against these kids." Somebody tied the shoes for him and virtually pushed him onto the track. Nobody came close to beating him, and nobody has come close to beating him since.

By sprint standards, Dodds is rather slow-footed. He never ran the 100-yard dash in faster time than 11.3 seconds, which would not even place in a respectable high-school meet. His forte is a superhuman stamina which enables him to run other mules spraddle-legged. His favorite muscle rubber, Madison Square Garden's white-haired Chris Gruber, says simply, "He's got a great heart." But there is more to it than that. Dodds once submitted to a series of physical tests at Harvard University's fatigue laboratory, which revealed his powers of recuperation to be twice those of the average athlete. Two minutes after running his record mile Dodds was breathing normally.

Dodds is naive about money. In the 1920s Finland's Paavo Nurmi was said to have got up to \$1,000 for a single race, but Dodds' idea of a generous expense allowance for a two-day trip between Boston and New York is about \$25. "After all, prices have gone up a lot," he says with perfect seriousness. "Why, four years ago I could get by on \$17." He now runs for the Boston Athletic Association and supports himself and his family on contributions from church groups before which he has speaking engagements. Sometimes Dodds gets \$5 from his listeners after a speech, sometimes \$10, sometimes nothing.

Dodds is not fully at ease in a pulpit. He lacks the silvery tongue of a Billy Sunday or a Gipsy Smith or even of his father, who is an ordained Brethren minister in Ohio. Dodds realizes his shortcomings as a spellbinder and does not intend to be ordained. Wheaton College authorities openly express hope that eventually Dodds will settle down, teach a few classes in theology and coach their track team. Dodds' own coach is Jack Ryder, a 72-year-old Bostonian who predicted that Dodds would set a new indoor record for the mile this season. After his record performance on Jan. 31 Dodds turned to Ryder and said, "Well, coach, I didn't want to let you down." Says Ryder proudly, "He thinks I'm the Pope."

The big test for Dodds will be the Olympic 1,500-meter race at London next August. He is the only U.S. entry with a chance against the Swedes and Finns. Meanwhile Jack Ryder thinks Dodds may lower the world indoor record in the mile to 4:02 before the winter season is ended. The chances are against Dodds ever running the theoretically perfect four-minute mile because he is now 29 and this is probably his last year of competition. But he thinks differently. He quotes Philipians 4:13: "I can do all things through Christ which strengtheneth me." In the opinion of Gilbert Dodds, this covers the four-minute mile.

—GENE FARMER



THE DODDS FAMILY lives on a farm at Eola, Ill. Wife Erma, son John, 4, Daughter Jann, 16 months, stay home in winter while Dodds runs in East.

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In appearance, Hi Ho Crackers invite comparison with any other cracker. Note the golden-brown color . . . the uniformity of each and every Hi Ho.

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Turn a Hi Ho cracker edgewise. Note the crisp flakiness, the delicate texture . . . sure sign of expert baking.



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FROM THE THOUSAND WINDOW BAKERIES OF *Sunshine Biscuits, INC.*



LEMON MERINGUE COCONUT PIE

Lemon Filling— $\frac{1}{4}$ cup Durkee's Margarine; juice of 2 lemons; grated rind of 2 lemons; 1 cup sugar; 2 eggs, beaten; 2 egg yolks. Place all ingredients in top part of double boiler and stir constantly over hot water using low heat until mixture thickens. Chill in refrigerator before filling into pie. (May also be used as filling for layer cakes.) Cover with coconut meringue.

Pastry—1 cup cake flour; 1 tbsp. Durkee's Margarine; $\frac{1}{4}$ tsp. salt; 3 tbsp. vegetable shortening; 2 $\frac{3}{4}$ tbsp. ice water. Sift flour with salt. Cut in shortening and margarine with pastry blender or 2 knives until size of small peas. Add water gradually. Chill in refrigerator. Roll out on lightly floured board and line into 9 inch pie plate. Bake in hot oven (450° F) 12 minutes or until golden brown. Cool.

Coconut Meringue—2 egg whites; 4 tbsp. sugar; $\frac{1}{4}$ cup Durkee's Coconut. Beat egg whites until very stiff. Beat in sugar. Spread over top of pie, then sprinkle with coconut. Bake in slow oven until golden brown, about 20 minutes at 300° F. Allow meringue to cool to room temperature slowly. Serve pie very cold.

For other interesting recipes write to:
Durkee Famous Foods, Dept. LF-2, Elmhurst, Long Island, N. Y.

SILVER by GEORG JENSEN

Bake a different lemon pie...

WITH A FEW TIPS FROM VIRGINIA COATES!



Virginia Coates
Home Economist

Here's a pie that *can't* go thin! Here's a pie that's tart and delicious—with the purest lemon flavor you ever tasted. In fact, it's so rich and luscious, it serves 8 or 9 people instead of the usual 6.

Notice how light-textured and how much better-flavored the crust is. That's because Durkee's Margarine is com-

bined with the shortening. (Durkee's Shortening is excellent.) Try that, good cooks, in all your pies and pastries.

Durkee's Margarine is a smooth blend of pure vegetable oils churned with fresh, pasteurized skim milk — and fortified the year 'round with 15,000 units of Vitamin A. It is ideal as a spread and delightful on hot vegetables, too!





Kansas City's New Lady

The wide-eyed and willful Venetian lady above was painted almost 500 years ago. She was first brought to this country by John Quincy Adams and reposed for generations in Boston. Last fall the William Rockhill Nelson Gallery of Art in Kansas City, Mo. bought the portrait, moved it west to hang in the museum's impressive collection of old masters. Although

age and art have given this Venetian the status of an important lady, she was in her own day possibly a person of too-easy virtue. Her portrait has been attributed to Vittore Carpaccio, the great 15th Century Venetian painter, but recently some experts have questioned that it is his work. None questions that it is a fine and lovely piece of Renaissance painting.

Coffee Time is any time when neighbors pass a friendly house on a chill winter day. A welcome interlude in a long, cold journey. And because Maxwell House is America's favorite . . . coffee time is Maxwell House time wherever you go. Painted in the Vermont hills by Paul Sample.

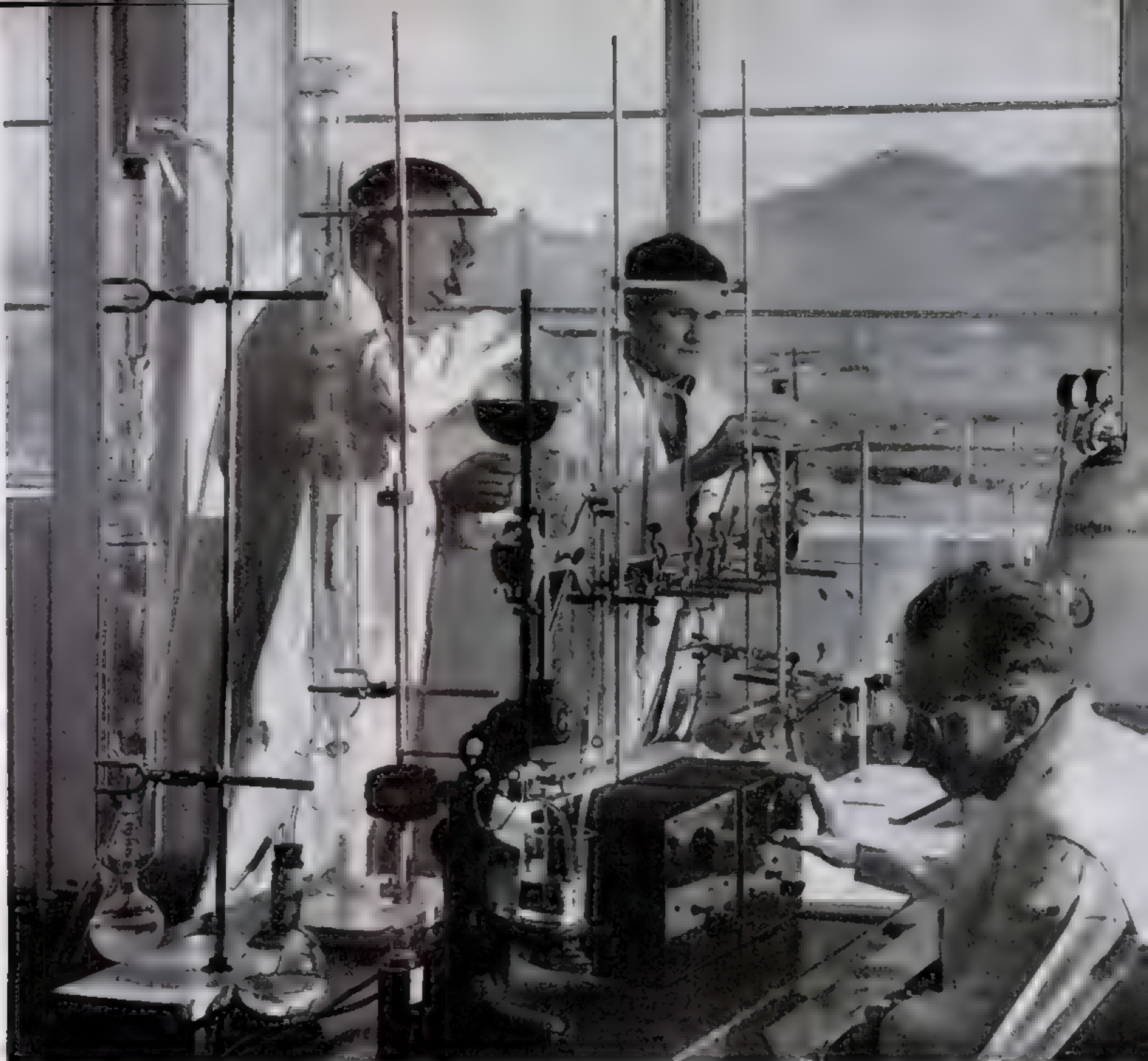


Because that "Good to the Last Drop" flavor adds so much real enjoyment to our daily living, Maxwell House is America's favorite, of ALL brands of coffee, at ANY price! North, South, East, or West, Maxwell House is truly part of the American Scene.



Throughout this nation of coffee lovers **MORE PEOPLE BUY AND ENJOY MAXWELL HOUSE THAN ANY OTHER BRAND OF COFFEE!**

TUNE IN . . . Maxwell House Coffee Time . . . starring George Burns and Gracie Allen, NBC, Thurs. night.



IN A LABORATORY WHICH LOOKS OUT ON SAGEBRUSH AND STONY DESERT HILLS, THREE INYOKERN CHEMISTS EXPERIMENT ON FUELS WITH WHICH TO DRIVE FUTURE SUPERROCKETS

ROCKET TOWN

Desert community is center for secret research

PHOTOGRAPHS FOR LIFE BY J. R. EYERMAN

In the middle of the lifeless California desert, 30 miles west of Death Valley, lies a modern, gleaming town of 12,000 people. It is a community of scientists brought together by the U.S. Navy to help solve the problems of modern warfare. Here, in a setting of sand flats and jutting peaks, 500 top-flight chemists, physicists and engineers, supplied with the best of scientific equipment, have created one of the great research centers of the world.

The town is officially called the Inyokern Naval Ordnance Test Station, and its main purpose is to

develop the superrockets and guided missiles with which wars of the future probably will be fought. One group of Inyokern scientists, to which the chemists above belong is specifically assigned to this work. They concentrate on such problems as the development of rocket propellants and the improvement of ram jet engines. The second group, which includes leading scientists from universities all over the country, is free to use Navy equipment for "pure" research, ranging from the study of cosmic rays to the cause of night glow in the sky. The Navy reviews the findings in the hope

of discovering something useful for military purposes.

In return for the privilege of working with Navy money and equipment the scientists must put up with the secluded life of the desert community. The living area, research laboratories and the factories which make rockets and other ordnance are surrounded by high fences and guarded by marines. Rarely does one group of scientists know what the others are doing. But they are reminded of the seriousness of their research by the thud of a rocket landing on the desert floor.



CHEMISTS START HOME FROM MICHELSON LABORATORY

THE SETTING

Isolation and desert environment insure secrecy of the rocket tests

Inyokern is a community created for a specific purpose. Built over the past four years at a cost of more than \$100 million, it is located in the center of a military reservation which covers 1,000 square miles and is almost as large as the state of Rhode Island. Economically there is no reason for the town's existence. It is surrounded by some of the deadest land on earth. On the dry lake bottoms which make up most of the area only tumbleweeds, sidewinders and desert mice can survive. But the very inhospitality of the setting makes the station ideal for developing secret weapons. When rockets are tested on any of its 10 firing ranges, the only prying eyes are those of an occasional hawk soaring overhead.

The entire population of Inyokern lives and works within a large fenced-in area to which no one is admitted without a pass. During the day hundreds of workers disappear into secret, isolated plants and laboratories. Civilians, who comprise about 80% of the population, are carefully screened by the FBI. Although they may quit at any time, they are under oath not to reveal any secrets. Mindful that scientists in some other government towns have been resigning because of allegedly tight military rule, the Navy has named a civilian, Dr. L. T. E. Thompson, to head Inyokern's scientific program. The Navy also encourages civilians to assist in general administration of the community (below).



GOVERNING BODY meets every Monday. Rear Admiral W. G. Switzer, "mayor," is at center with both hands on table, facing camera. Dr. L. T. E. Thompson is at his left.



IN A DESERT BASIN sheltered by the high Sierras, the town of Inyokern spreads out in an orderly array. The houses in foreground are two-family dwellings which the



Navy rents for average of \$40 monthly per family. The big building on the far side of the town (above, center) is six block square \$8 million Michelson laboratory. Food and all

other supplies must be trucked in, mainly from Los Angeles, 140 miles away. The Navy operates Involkern's grocery stores and all other services except the bank and post office.



SPewing FLAME, ROCKET NICKNAMED "WINY TIM" HEADS DOWN 1,500-FOOT RAMP WHICH SERVES AS A KIND OF WIND TUNNEL IN WHICH THE ROCKET'S PERFORMANCE IS STUDIED



THE ROCKET SHOOSHES ALONG, ACCELERATING TO A SPEED OF 1,300 FEET A SECOND. HIGH-SPEED CAMERAS AND ELECTRONIC DEVICES RECORD EVERY DETAIL OF ITS PERFORMANCE



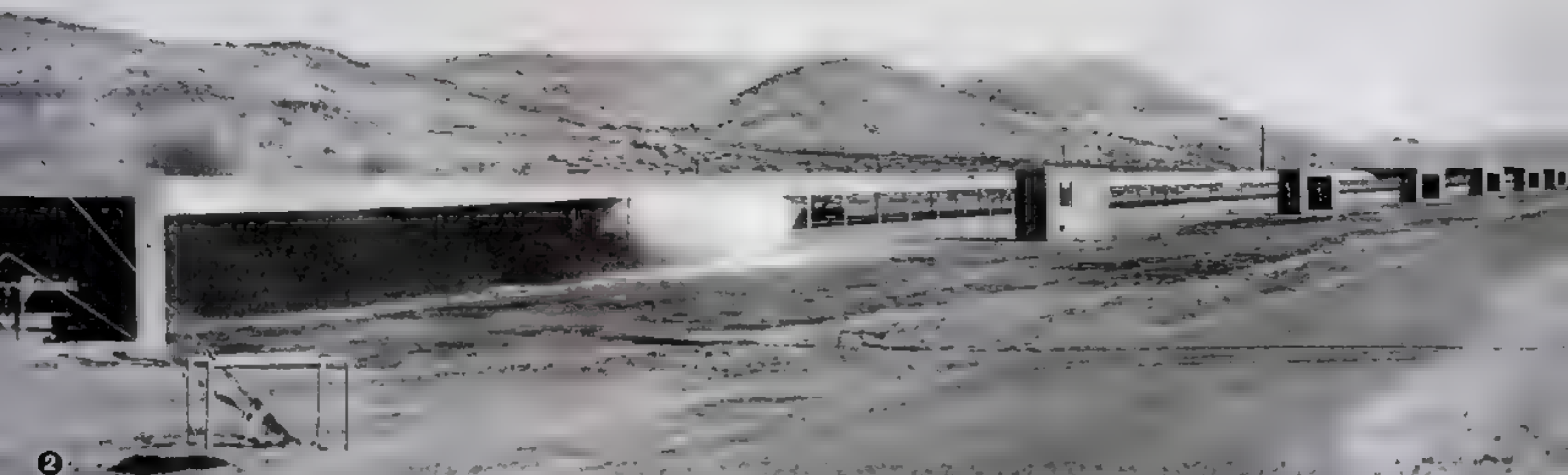
THE ROCKET IS MOUNTED on the ramp's steel tracks by two range workmen and made ready for firing. Behind the main rocket, which is 11 feet in diameter, is a booster rocket.

THE ROCKETS

Flaming missiles roar down tracks of Inyokern's long testing ramps

Inyokern's research program covers everything from fundamental physics to optics but is mainly directed toward the development of rockets. Elsewhere in the country other rocket projects are also being carried on, but while most of these involve testing of existing types like the German V-2, Inyokern's research is concerned with the basic nature of rocket flight and propulsion. The ramp above, which runs 1,500 feet along the ground, is equipped with testing, measuring and clocking devices designed to analyze every aspect of rocket behavior during take-off. Flight through the air is checked by radio and radar. In the laboratories, engines, fuels, explosives and new designs are tested.

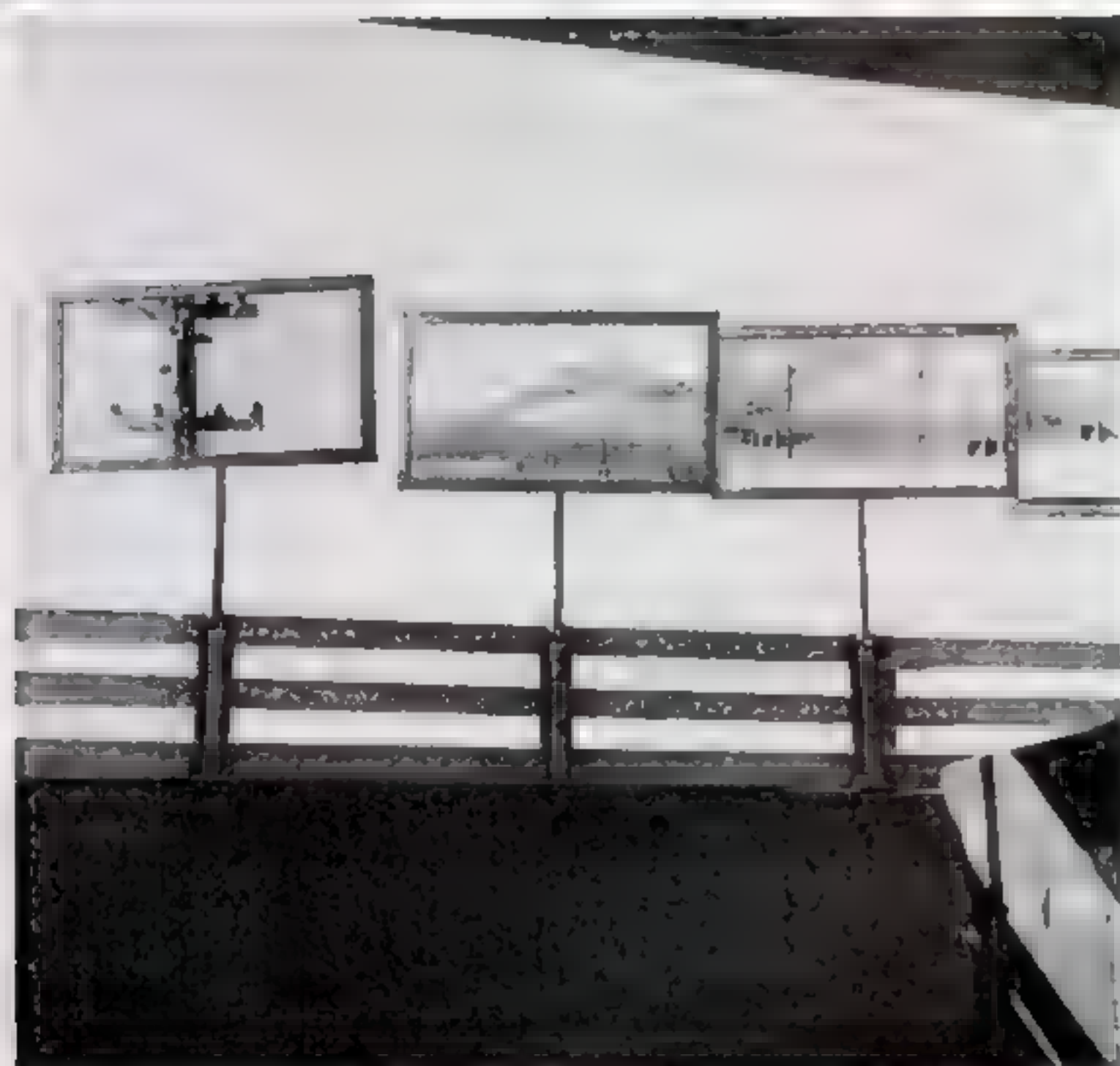
The information obtained through this elaborate study may solve some of the problems that have so far prevented the development of effective long range rockets. The German V 2 failed because of its inaccuracy and short (450-mile) range. To exceed that range, a rocket must carry more fuel. But more fuel means a bigger engine to get the missile off the ground, and a bigger engine in turn requires more fuel. On the basis of present knowledge, the solution of any one problem leads to the creation of another and greater one. Only when scientists like those employed at Inyokern produce a more efficient engine and a more powerful propellant will the intercontinental guided missile become a reality.



TINY TIM APPROACHES FIRST BLOCKHOUSE, WHICH CONTAINS MAGNETIC DEVICE FOR MEASURING ITS ACCELERATION. OTHER BLOCKHOUSES SERVE AS SHELTERS FOR RANGE ENGINEERS.



TINY TIM LEAVES ONLY A TRAIL OF SMOKE IN ITS WAKE. AS ROCKET LEAVES THE RAMP, IT SMASHES THROUGH A TARGET OF HEAVY ARMOR PLATE AND FLIES OFF INTO THE DESERT.



OBSERVATION POST has four mirrors, set at different angles, in which the scientists can see most of the rocket's travel while crouching in the protection of a steel hut.



A TIMING DEVICE is tested before the rocket is fired down the ramp's track. Activated by a small magnet on the rocket's side, it records the missile's rate of acceleration.



LAUNCHING RAMP, 450 feet long, is among the most important installations at Inyokern. The nature of the guided missiles launched from its tracks is one of the most

closely guarded of the nation's military secrets. But no secret is the fact that the Germans launched their 4,000-mph rockets from similar-looking ramps during the war.

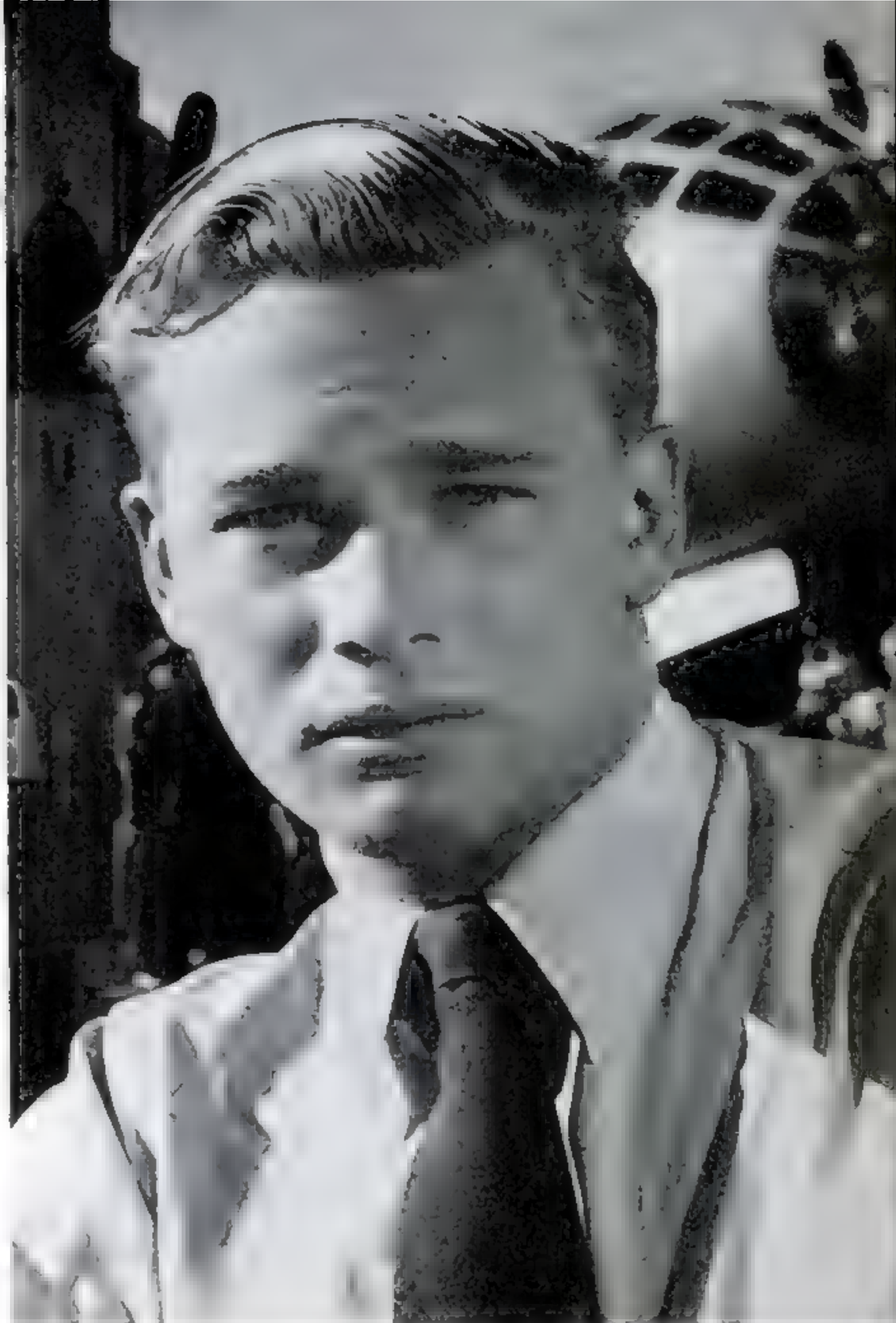


MINIATURE ROCKETS which operate on the same principle as the full-sized guided missiles are used to test small amounts of newly developed propellants.

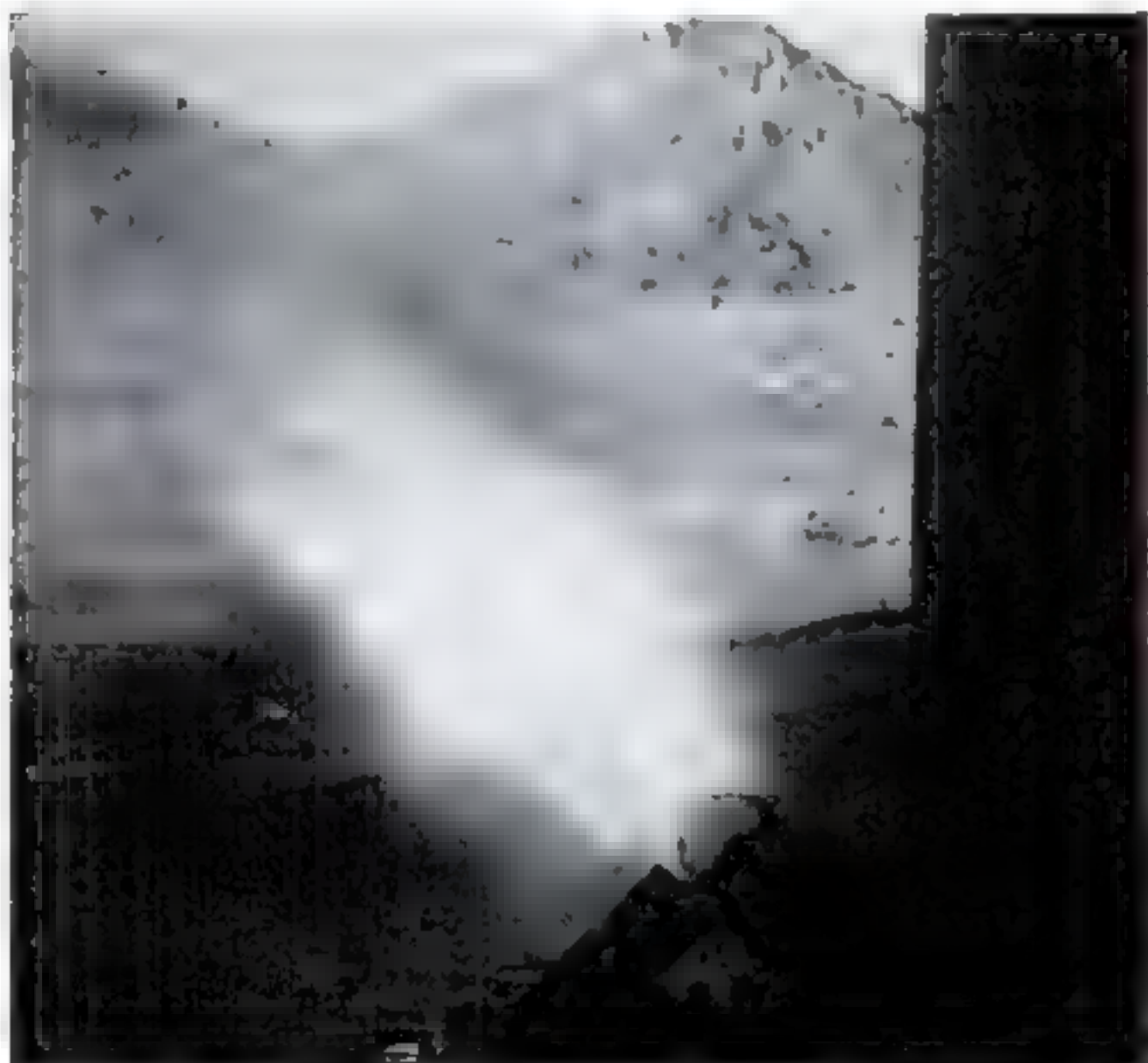
THE LABS

Research covers many fields

In Inyokern's laboratories eminent scientists like Dr. Carl Anderson (*right, below*) are working side by side with bright young men just out of Harvard University or Cal Tech on projects which seem wholly unrelated to rockets or warfare. The study of cosmic rays and the upper atmosphere of the earth is about as "pure" as research can get. So is the field of microtime, in which Inyokern scientists are learning how to examine phenomena which occur in a 50th of a millionth of a second. Sooner or later rocket analysts will use the microtime method to study shock waves. The cosmic-ray work and other pure research will be put to some military use. That is why many of the scientists, whether they are mathematicians or ballistic experts, are uneasy about their role. But most agree with Dr. L. T. E. Thompson, Inyokern's technical director, who says, "When men finally know without a doubt that to start a war will mean to destroy themselves, there will be no more wars."



THE NEW LOOK among Inyokern scientists is exemplified by Charles D'Ooge, a 1943 graduate of Amherst College. Only 25 years old, D'Ooge works on cosmic-ray program with Dr. Anderson.



ROCKETS ARE TESTED prior to the range trials by being fired from static mounts inside concrete chambers. Exhaust flames are aimed at a desert hill.



COSMIC RAY STUDY is directed by (*left to right*) Dr. W. R. Brode, Dr. Christian Elvey and Dr. Carl Anderson. The scientists are gathered around a cosmic-ray cloud chamber inside a B-29.

INYOKERN IS A MODERN, STREAMLINED TOWN



IN WELL-TENDED YARD filled with shrubs and flowers kept alive by constant irrigation Engineer Maurice Clifton relaxes with his wife and children. A typical Inyokern family, the Cliftons live comfortably on a \$2,200 salary, enjoy healthful desert climate.



BIG LIVING ROOM of the Clifton home is well furnished and pleasantly decorated. The house, a simple frame building, is completely air-conditioned and insulated against the extreme heat of the desert summer. Clifton's rent, paid to Navy, is \$15 a month.



SMALL BOYS PLAY with an old practice bomb, which leaves rocketlike cloud of dust behind as it is dragged along an automobile rut in one of Inyokern's sandy streets.



SKIING EXPEDITIONS into the Sierras 17 miles away are a favorite form of recreation. Small groups like one above leave every Friday afternoon and ski all weekend.



SCHOOL CHILDREN go to their classes in new buildings, equipped with all modern educational facilities. Navy in America is shown twice in the labeling of the classrooms.



HORSEBACK RIDING in the wide open desert is another favorite sport. Kathryn Clifton riding with her brother Maurice, owns her horse. But most members of Inyokern horse set rent mounts which the Navy keeps for recovery of rockets and other missiles.



IN TEEN-AGE CLUB called The Stall, Inyokern high-school kids put on weekly dances. For adults the town has a liquor bar. The high school also has several athletic teams, which often have to travel 70 miles and more to play teams of neighboring schools.



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SERVES ALL DENOMINATIONS

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...with SWIRLING action!

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Here's a new kind of mixer you've never seen before . . . the HEMO SWIRL MIXER!

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The HEMO SWIRL MIXER mixes HEMO perfectly in only 30 seconds. It's fine for gravies, waffles, too. Instructions tell of 27 different uses.

This new 2-cup size with graduations for measuring is made of crystal-clear, heat-resistant plastic. Easy to clean.

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How to get yours

Buy a can or jar of HEMO at your favorite store. Send the printed folder you'll find on the top, with 35¢ in cash, to The Borden Company, P. O. Box No. 119, New York 8, N. Y.

That's all you do!

Use it to mix delicious, milk-chocolate HEMO!

You'll find dozens of work-saving uses for this wonderful, new HEMO SWIRL MIXER. But you'll never find a better use for it than mixing HEMO for your family.

Vitamin-full, mineral-rich HEMO is

the chocolate food supplement that you mix with milk.

Serve HEMO to your children at mealtime and in between meals. It's a grand way to give them the extra vitamins and minerals they may need to build strong bones, sound teeth, sturdy bodies.

Adults who were feeling below par have found this easy-to-digest food drink a wonderful benefit.

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But hurry! The HEMO SWIRL MIXER bargain is being offered for a **LIMITED TIME ONLY**, as long as the supply lasts.

**POWDER AND LIQUID
BOTH LUSCIOUS
BOTH SAME VITAMIN
RICHNESS—BOTH MAKE
24 SERVINGS**



...YOU JUST
SHAKE IT UP
AND DOWN



AND THE
HEMO GOES ROUND
AND ROUND!

JUST ONE GLASS of Hemo gives you:

The Vitamin A in 3 boiled eggs!

PLUS

The Vitamin B₁ in 4 slices of whole wheat bread!

PLUS

The Vitamin B₂ (G) in 4 servings of spinach!

PLUS

The Vitamin D in 3 servings of beef liver!

PLUS

The Nicotin in 3 servings of carrots!

PLUS

The Iron in 1/2 pound of beef!

PLUS

The Calcium & Phosphorus in 2 servings of cauliflower and 1 serving of cooked green beans combined!

HEMO exceeds adult requirements!

HEMO SWIRL MIXER set	2 servings of HEMO
by U. S. PAT. 2,600,000	made with milk, give
4000 USP units	VITAMIN A
333 USP units	VITAMIN B ₁
2 mg. grams	VITAMIN B ₂
400 USP units	VITAMIN D
(Not set)	NICOTIN
10 mg. grams	IRON
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Borden's Hemo*

GET THE HAPPY HEMO HABIT!

*T. M. Reg. U. S. Pat. Off.

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OBLIVIOUS OF HIS SURROUNDINGS, WILLIAMS BLISSFULLY SINKS HIMSELF IN THE IMAGINED INNER WORLD OF A NEW PLAY IN PROGRESS

Tennessee Williams

A dreamy young man with an unconquerable compulsion to write finds himself at 33 the most important new playwright in U.S. theater

by LINCOLN BARNETT

ONE Sunday afternoon shortly after the opening of Tennessee Williams' remarkable new drama, *A Streetcar Named Desire*, a friend called on the playwright in his temporary lodging in midtown Manhattan. It was little more than a furnished room, a dusty, angular recess in an old brownstone house. Through its windows crept drafts and a view of other brown facades across the street. A small desk lamp cast pale rays across the unmade bed, across a moraine of movie magazines and books of philosophy, across a table littered with albums of Shostakovich and New Orleans jazz, and into the wild desolation of a kitchenette in the rear. Under the lamp was a portable typewriter. In the typewriter was a sheet of paper. On the paper was a passage of fresh dialog.

The visitor waved some newspapers at Williams as he entered. "Say, Tenn," he said, shouting above the uproar of a singing commercial extruding from the radio. "Did you see the *Times* and *Trib* today?"

Williams stared at the manuscript in his machine. His boyish, rather

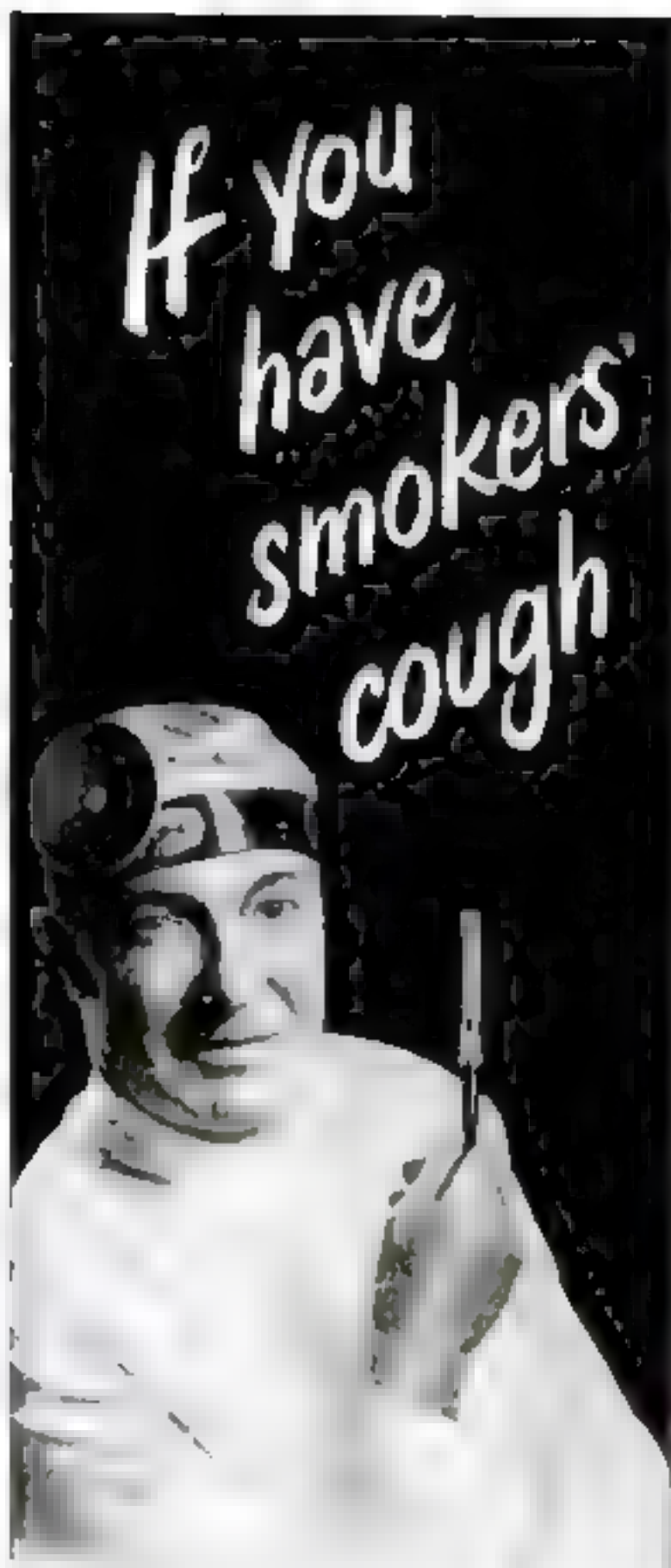
ovoid face was expressionless. "The thing I hate about starting a new play," he said mostly to himself, "is that there's always so much waste. So many things don't strike fire."

"Listen, if you didn't see the papers today, let me read you what—here it is, Howard Barnes in the *Herald Tribune*. Listen to this now, quote, 'A great new talent is at work in the theater to make one hope that the lean years are over. In *A Streetcar Named Desire*, Tennessee Williams more than justifies the promise of high dramatic imagination and craftsmanship which he held forth in *The Glass Menagerie*. His new work is a somber tragedy about frustration, but it has far more heroic dimensions than his earlier. . . .'

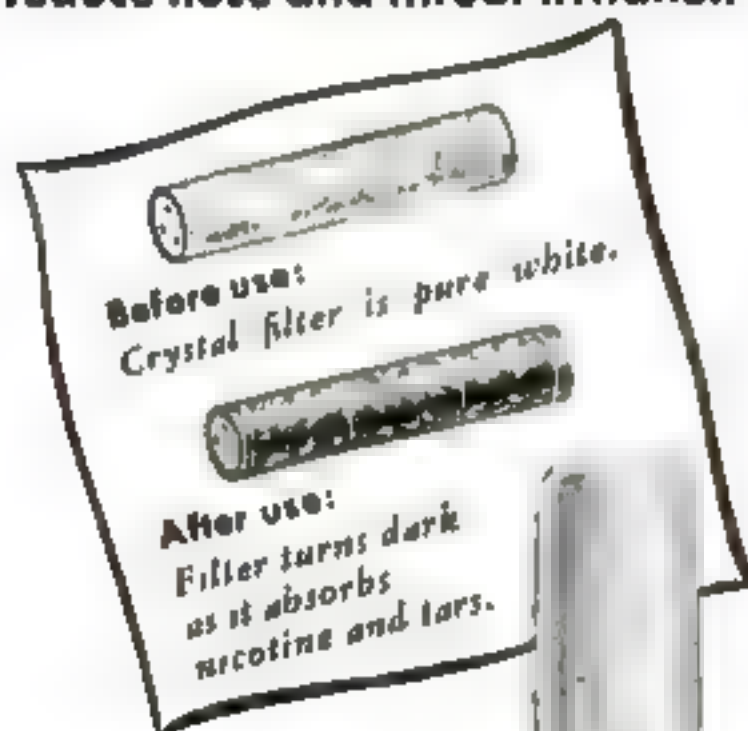
Hey, do you mind if I shut off that radio? Are you listening—I mean to me?"

Williams lowered his gaze from a section of molding in a far corner of the ceiling. "Listening to you?" he repeated. "Yes. Why?"

"I thought you were off in space somewhere. Well Barnes goes on to say,



Many doctors recommend this crystal filter cigarette holder to reduce nose and throat irritation



Filtered smoke is cleaner smoke — less irritating to your nose and throat. And cigarettes taste smoother, milder, better! You'll be delighted at the difference that Denicotea makes.

The ejector model in lustrous aluminum includes 10 crystal filters. \$2 at stores everywhere.

dunhill

DE-NICOTEA

Crystal Filter Cigarette Holder

Alfred Dunhill, 660 Fifth Ave., New York



WILLIAMS' MOTHER lives in Clayton, Mo., a suburb of St. Louis. She inspired (with modifications) Laurette Taylor's great role in *The Glass Menagerie*.

TENNESSEE WILLIAMS CONTINUED

quote, 'There is a maturity about'—wait a minute now, get this—'Williams is certainly the Eugene O'Neill of the present period on the stage! . . . It is not unlikely that he will lead the theater into a new and exciting era!'

"Well," said Williams.

"Did you hear that? You're the Eugene O'Neill of today!"

"Well," said Williams, slumping on his bed with the hopeless air of one confronted with a problem too tough even to think about.

"Now then, listen to what Brooks Atkinson says in the *Times*, quote, 'By common consent the finest new play on the boards just now is Tennessee Williams' *A Streetcar Named Desire*. As a tribute to the good taste of this community it is also a smash hit. . . . Although Mr. Williams does not write verse, nor escape into mysticism or grandeur he is a poet. . . . Out of a few characters he can evoke the sense of life as a wide, endlessly flowing pattern of human needs and aspirations. . . . He is an incomparably beautiful writer. . . . Now how do you like that?'

"Well," said Williams, "that's very good, isn't it? I reckon I'd better write and say thank you."

"Write! If I were you I'd take 'em both to dinner at '21.'"

"Would you?" A shadow of anxiety came into his bland blue eyes. "I'm scared to death of meeting critics. I'm so afraid of offending them some way." He got to his feet and put a blues record on the phonograph. Then he wandered over to the typewriter and contemplated the page of dialog it contained. For several minutes he stood there, silent, abstracted, serene. Then without emotion, as though stating a broad philosophical principle, he said, "It's hard to get new subjects to write about."

He is happy only in the world of his invention

THE principal reason for Williams' apparent apathy lay in the fact that he was already at work on a new play—in itself an anomaly that differentiates him from more seasoned playwrights who usually tend to lie fallow for months following a profitable endeavor. Williams is a rarity among writers in that he cherishes the actual operation of writing. The exterior or active world which men call the world of reality is to him as evanescent as a dream. He feels wholly alive and tranquil only when he is submerged in his inner cosmos, apprehending the stimuli of his own invention. Although he is a compassionate man, sensitive to the moods and responses of other people, he has few really close friends. And although he enjoys random hours of drinking or conversation, it is always with a sense of relief that he returns to his typewriter and the comradeship of his introspection. Also, like many writers and most bachelors, he is a hypochondriac. He is continuously and unpleasantly conscious of the pulsations of his heart, the act of respiration and the flow of blood in his arterial system. He forgets these functions of the flesh only in the make-believe world of which he writes.

Because of his withdrawal from the objective world, acquaintances often assume that Williams is egotistical or pompous. To some extent his appearance abets this impression. In the last two



Bathtubs were once made of tin. Modern bathtubs have porcelain tubs... and

It's modern to make Bathrooms **CLOROX-CLEAN!**



GREATER home health protection is important to the well-being of your family...and that's your cue to use Clorox! For Clorox goes beyond visible cleanliness...in routine cleansing it disinfects tile, enamel, porcelain, linoleum, wood, glass and other germ-harboring surfaces. No wonder health authorities urge the use of an effective disinfectant such as Clorox. And Clorox is the modern woman's choice in laundering. It's extra-gentle...free from caustic, made by an exclusive patented process. Directions on label.

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save you time, work, energy. It wipes away dirt, grease... quickly, easily...from washable surfaces. Excellent on automobiles! At your grocer's. MADE BY THE MAKERS OF CLOROX



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Here's a tip!

BLUE-JAY with Nupercaine® RELIEVES 3 WAYS:

Soft Dura-felt pad stops shoe pressure instantly! Blue-Jay's exclusive anesthetic Nupercaine curbs surface pain! Gentle medication loosens hard corns—you just lift it out in a few days! Ask for Blue-Jay—"America's Largest Selling Corn Plaster."



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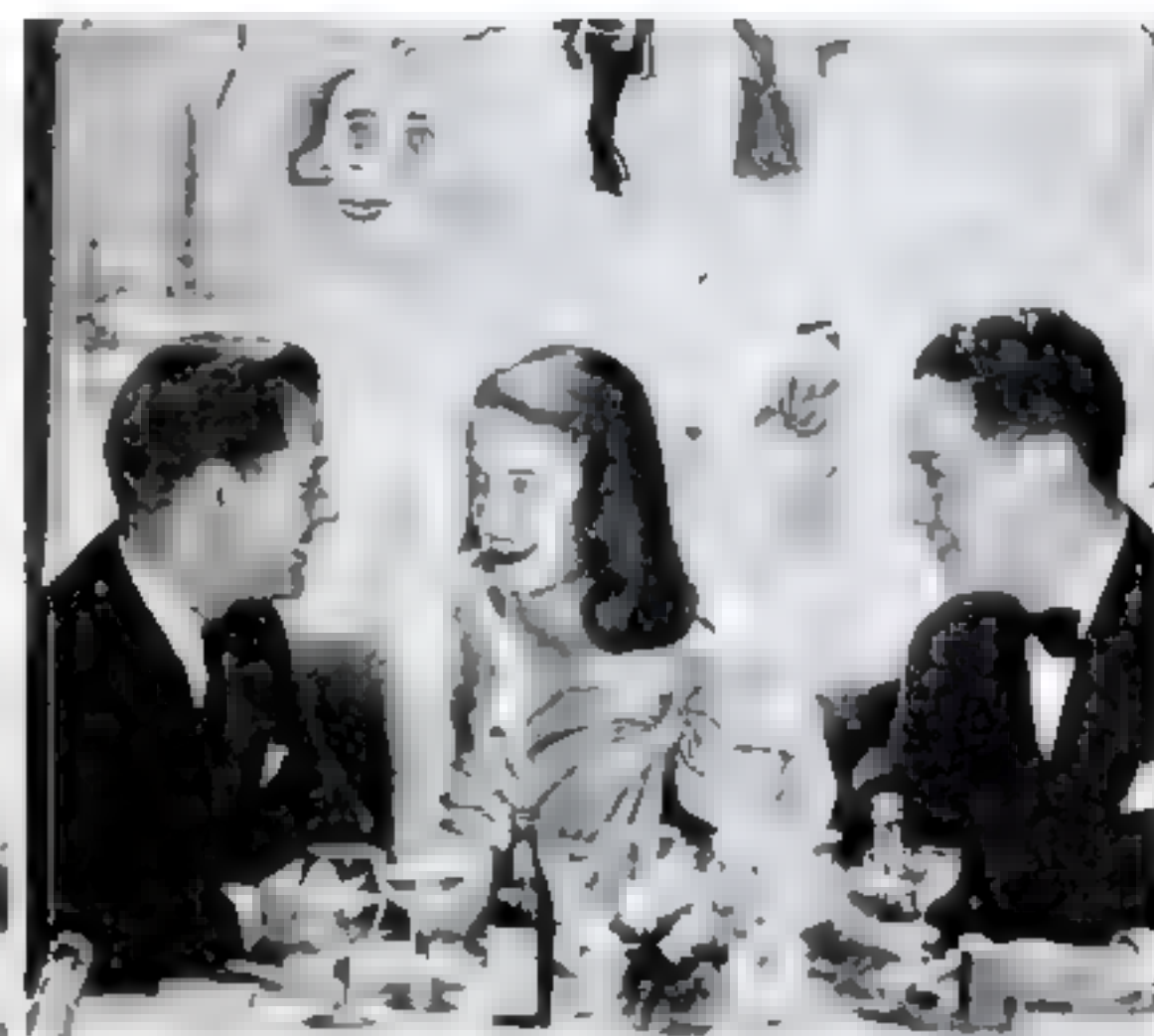
Clips nails easily, quickly, smoothly. Only 25¢
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NEWARK, NEW JERSEY

CONTINUED ON PAGE 118

"It's True about PARIS," I thought as he kissed My Hand



Could this be me...on the Quai D'Orsay with a Frenchman kissing my hand? So romantic...like something you read about. Lucky my hand was nice and smooth. I mean lucky I use Jergens Lotion. Men like smooth, soft hands.



Anyway... that Frenchman was very attentive...until Dick came over...and growled about all the handkissing.



"Well, why don't you kiss a girl's hand?" I asked Dick...And you know...he did! And he said the dearest things and...and...now we're engaged to be married. And I'll be one wife who won't neglect her hands. There'll be Jergens Lotion in our house.

So your hands can feel softer than ever—and smoother—your Jergens Lotion is finer than ever today. More protective, too. All due to recent skin-care research! Two ingredients, so topnotch for skin-care that many doctors use them, are both in today's Jergens Lotion.

Will "he" kiss your hand? You can make him want to. Know what the Hollywood Stars do? The Stars use Jergens Lotion, 7 to 1. Make Jergens Lotion your regular hand care. Still 10¢ to \$1.00 (plus tax). No oiliness; no sticky feeling.

Used by More Women
than Any Other Hand Care
in all the World



For the Softest, Adorable Hands, use Jergens Lotion

POOR HEARING?



How much are YOU missing?

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TENNESSEE WILLIAMS CONTINUED

years he has gained weight, and this extra poundage, combined with a new-grown mustache and less-than-average height, invests him, at 33, with a deceptive air of plump complacency. When people see him at a party, sitting in a corner by himself, his eyes remote and somnolent, they generally conclude that he is bored to death and perhaps contemptuous. There is little in his rather stolid and commonplace exterior to suggest the sensitive, poetic intellect within.

His conversation shows little kinship with the luminous dialog that distinguishes his plays. With friends he reveals a certain shy charm, but lapses recurrently into long, detached silences; with others the silences are longer. He has no small talk; when people express admiration for his work he is likely to respond with an ambiguous grunt. For one thing he has always regarded his work as important, but important principally to himself as a narcotic, as fulfillment and escape. He now finds himself surprised, even more than pleased, to discover that other people consider it important too.

Williams' plays have been compared with those of Anton Chekhov, and he readily acknowledges the great Russian as his dramatic mentor. Like Chekhov's, his plays imbue isolated and outwardly trivial events with a sense of spiritual significance. In mood the plays of both Chekhov and Williams are warm but unsentimental. In content both deal with the isolation of human beings and their tragic inability to understand one another. *A Streetcar Named Desire* is, by Williams' own definition, "a tragedy of incomprehension"; its protagonist, Blanche Du Bois, is, in the words of Brooks Atkinson, "one of the dispossessed whose experience has unfitted her for reality." The latter phrase could be applied with equal validity to the trio of principals in *The Glass Menagerie* or a score of characters in Williams' other works (which include several less successful three-act dramas and more than a dozen published one-act plays). "Every artist has a basic premise pervading his whole life," Williams observes, "and that premise can provide the impulse to everything he creates. For me the dominating premise has been the need for understanding and tenderness and fortitude among individuals trapped by circumstance."

"One of the dispossessed"

WILLIAMS once termed *The Glass Menagerie* a "memory play," and he is frank to admit that the character of Amanda Wingfield (enacted by Laurette Taylor just before her death) derives from his mother. By the same token Laura Wingfield is, with modifications, his sister. And Tom Wingfield, the unhappy young man who wanted beauty and adventure in his life but had to spend it working in a warehouse is Tennessee Williams himself. He speaks indeed through the mouths of all his characters, for until three years ago Williams too was "one of the dispossessed."

Although Williams' antecedents are Southern, he was born in Mississippi, not Tennessee, and his real name is Thomas Lanier Williams. He abandoned his given name when he felt he had "compromised" it by the imperfections of his early writing, and he adopted Tennessee as a gesture to his ancestors who had fought the Indians in that state. His father was a traveling salesman for a shoe company. His maternal grandfather, with whom the Williamses lived, was a rector of an Episcopal church in Columbus, Miss. The first years of Williams' life were happy ones, spent for the most part in the South and marked by only two events of psychogenetic significance. The first involved a Negro nurse named Ozzie who dearly loved Williams and his elder sister and younger brother, and whose affection was reciprocated by them. One day in a moment of petulance, Williams called her "nigger," a word he had never heard used in his grandfather's house. Ozzie walked out and never returned, and although the family sought her for weeks afterward they never saw her again. The episode left Williams with a sensation of guilt which persists to this day and makes him especially sympathetic to all antidiscrimination causes. His contract for *Streetcar* contains a clause, inserted at his request, that the play will not be performed in any theater where race segregation is the rule.

The other formative event of Williams' childhood was an attack of diphtheria that injured his heart and confined him to his room for a year. During these months of immobility he became a bookish, solitary boy whose imagination contrived the adventures his illness denied him. He developed a curious faculty of visualizing scenes with his eyes closed in bed at night. When he finished a book that captured his fancy he would amplify and elaborate the story in his mind, with himself as hero, and the images he projected against his closed eyelids were as vivid as though he perceived them in color

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*Source: Continuing Study of Magazine Audiences. Report p 9



CONTINUED ON PAGE 112

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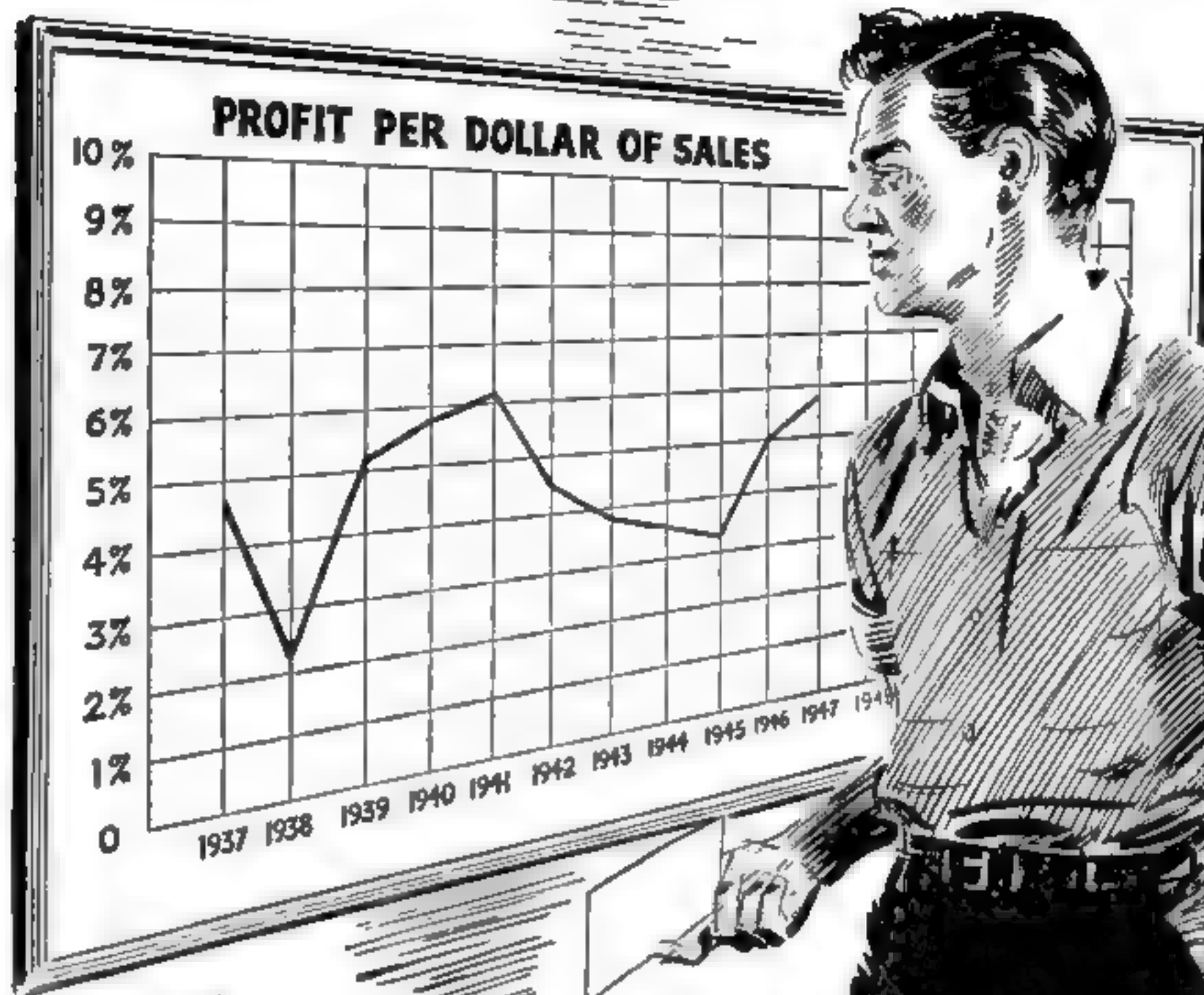
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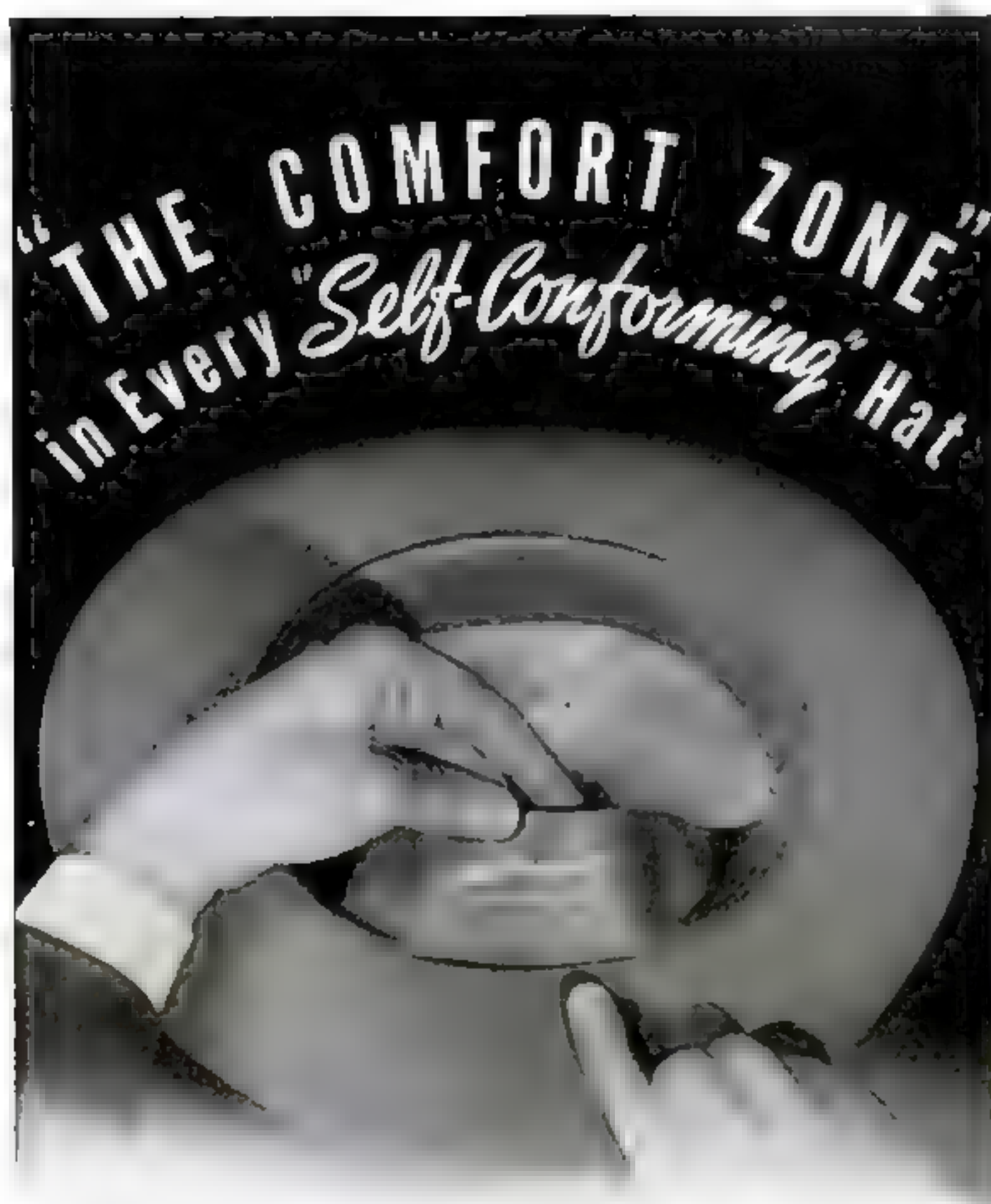
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NURSE OZZIE, whom Williams adored, vanished one day after he inadvertently hurt her feelings. Here she plays with him and his sister on rectory lawn.

TENNESSEE WILLIAMS CONTINUED

on a motion-picture screen. As the years passed the ocular effects faded and dimmed, but he never entirely lost his odd aptitude. "I still beguile myself," he says, "with fantasies at night."

When Williams was still a small boy his father, who had done well on the road, was transferred to a desk job in St. Louis. The move had profound and tragic results for the family. Neither he nor his sister, who was the closest companion of his childhood, could adjust themselves to urban life. They had loved Mississippi—"a dark wide spacious land that you can breathe in"—and they had never been aware of economic differences or their own slim circumstances, for their grandfather was The Rector, and they were aristocracy. "But in St. Louis," Williams recalled in later years, "we suddenly discovered that there were two kinds of people, the rich and the poor, and that we belonged more to the latter." The private-school children snubbed them and the public-school children ridiculed their Southern speech and manners. "I remember gangs of kids following me home yelling 'Sissy!'—and home was not a very pleasant refuge. It was a perpetually dim little apartment in a wilderness of identical brick and concrete structures. . . . If I had been born to this situation I might not have resented it deeply. But it was forced upon my consciousness at the most sensitive age of childhood. It produced a shock and rebellion that have grown into an inherent part of my work."

"Alas for the dreamer . . ."

THE room occupied by Williams' sister looked out on a narrow, sunless areaway so dreary in aspect that she kept her curtains constantly drawn and immersed herself in twilight gloom. Williams named the areaway "Death Valley," for night after night stray cats, pursued by stray dogs, were cornered there and torn to pieces, screaming hideously; morning after morning new eviscerated corpses bled beneath her window. To alleviate the melancholy of her surroundings, together they painted the furniture white, hung white curtains across the window and arrayed on shelves around the walls a collection of miniature animals and other objects made of glass which suffused the room with a light and delicate enchantment. These little glass animals, Williams recalls, "came to represent in my memory all the softest emotions that belong to recollections of things past. They stood for all the small and tender things that relieve the austere pattern of life and make it endurable to the sensitive. The areaway where the cats were torn to pieces was one thing—my sister's white curtains and tiny menagerie of glass were another. Somewhere between them was the world that we lived in."

Williams' distaste for his new home soon flowered into a cluster of neuroses. He developed a fear of using his voice in public and sat mute when called on to recite in class. He blushed when anyone

CONTINUED ON PAGE 121

Which is your Valentine picture?



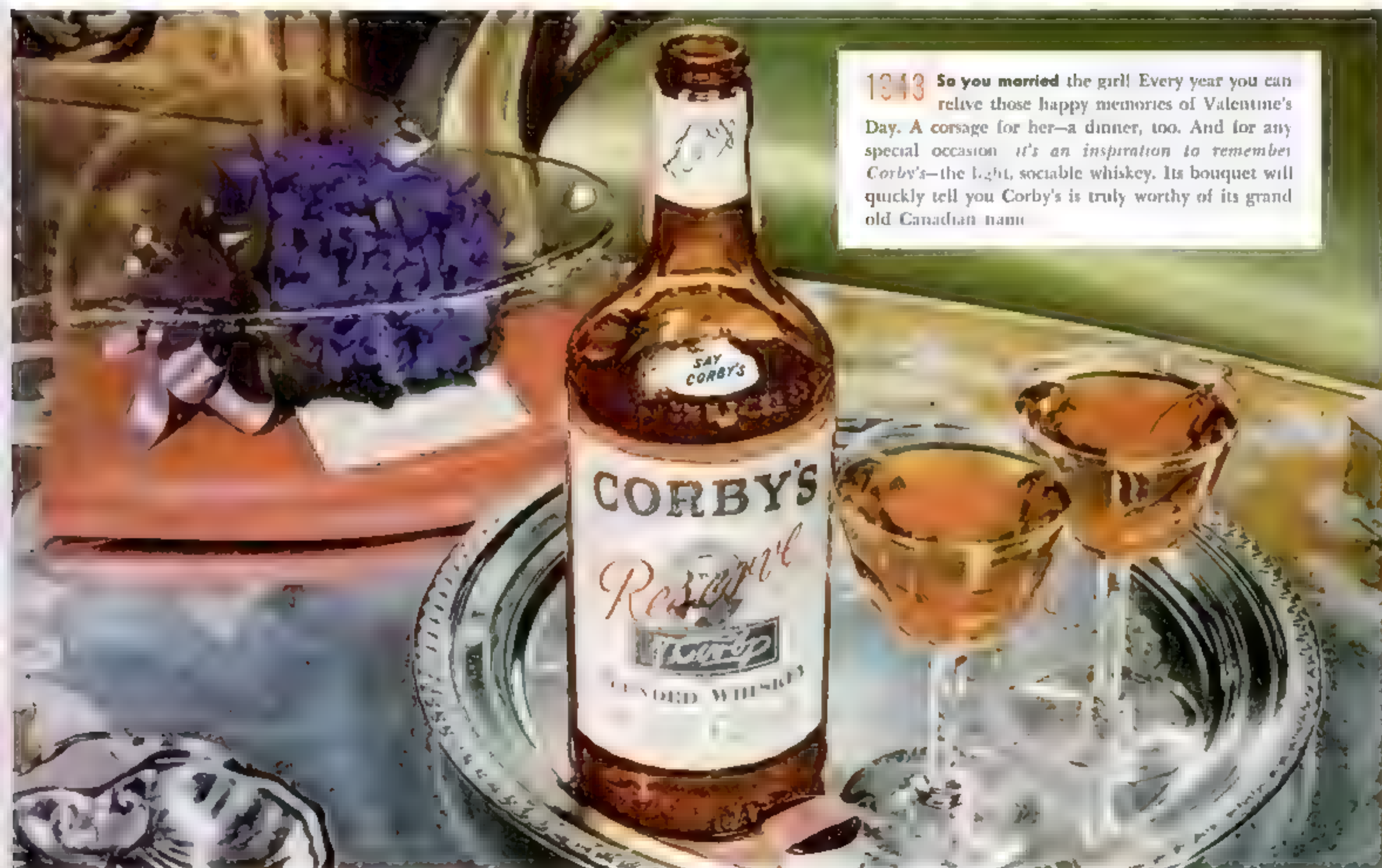
1890 Age doesn't matter—It's a bet your Valentine picture is here somewhere. Maybe this is it. In a hired "rig" you left for HER house, followed by cat-calls from the stable loafers. Remember? That Valentine's Day was some 32 years after the name Corby's came to Canada.



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1942 Recognize yourself here? Perhaps "greetings" had just arrived from Uncle Sam and you were to be a G.I. soon. Valentine's Day in 1942, when Corby's had been a famed Canadian name for 84 years, is easily remembered because of the menacing rumble of war.



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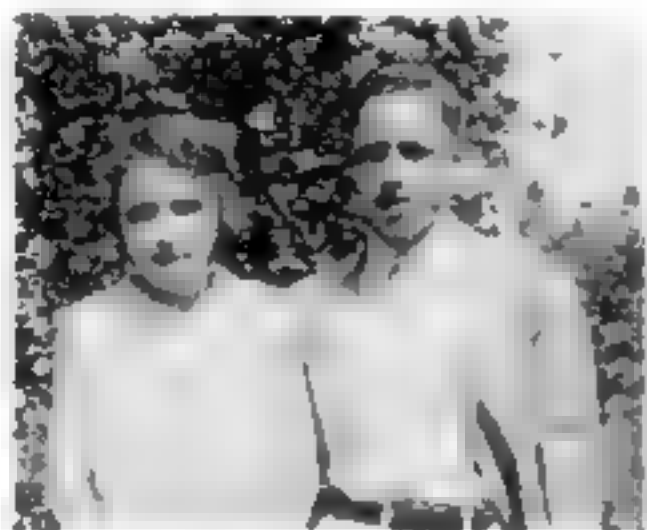
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TENNESSEE WILLIAMS CONTINUED

addressed him or caught his eye and, being ashamed of blushing, he blushed all the more. One night it occurred to him that falling asleep was akin to dying, so for months he fought off sleep each night, holding his eyes open and staring at the window with terrified intensity. Even now this specter recurrently haunts him, and he will find himself after midnight fearfully resisting the approach of oblivion. Yet somehow he finished school and three years at the University of Missouri. He won several prizes for prose and poetry and sold a few short stories to *Weird Tales*. He also joined a fraternity (Alpha Tau Omega), fell in love for a while with a girl in a



WILLIAMS' SISTER was closest companion of his boyhood and youth.

sorority across the street and discovered that alcohol was a good cure for shyness.

At the end of three years the depression persuaded his father to remove him from college and put him to work with the shoe company. He endured his job with a loathing that has never waned to this day. "The job was designed for insanity," he says. "It was a living death." Each morning he had to dust every shoe in the sample room; each afternoon he had to type end-

less factory orders consisting mostly of strings of numerals; each day was utterly monotonous and a repetition of the day before. "The lives of most people," he wrote one day in a vortex of despair, "are insulated against monotony by a corresponding monotony in their own souls. . . . Alas for the poet, the dreamer . . . who has been cast into the world without this indispensable insulation." After work to void his frustrations he shut himself in his room, gulped coffee to keep himself awake and wrote innumerable short stories and poems which he could not sell.

Ultimately under this regime, which lasted two years, his health failed. One night while writing he felt his heart begin to pound and skip beats. Panic-stricken he rushed from the house and walked the streets until dawn. Next day a doctor told him casually he had a heart condition, but neglected to assure him it was nothing organic but simply a functional disorder that rest would cure. Williams immediately sank into an abyss of hypochondrial fear. Several nights later when coming home from the movies in a taxi with his sister his fingers suddenly went rigid and a paralytic spasm immobilized his legs. He spent a week in the hospital, at the end of which time he was warned to stop worrying about his heart, to give up his job and go away for a protracted rest.

A rootless wandering writer

NO sooner was he delivered from the shoe company than Williams' health improved. He convalesced at the home of his grandparents and then, with their assistance, returned to college, finishing his education at the State University of Iowa, where he majored in drama and received his B.A. in 1938. During this interlude he wrote two full-length plays which were produced by a drama group in St. Louis. The first was a success, the second such an emphatic failure that at the end of the opening performance he tore the manuscript to shreds and, with friends on hand to intercept him, lunged desperately at an open window. Upon his graduation he found his father still opposed to his literary ambitions and anxious to reinstate him in the shoe factory. Finding home intolerable Williams resolved to strike out on his own, and from that day on he was "that common American phenomenon, a rootless wandering writer." He worked as a waiter in the French Quarter of New Orleans and picked feathers from squabs on a pigeon ranch in California. He traveled on his thumb, and once with an equally destitute friend who owned a Ford jalopy crossed the country by siphoning gasoline from parked cars. Meantime he wrote a number of one-act plays which won him a \$100 prize in a competition for young playwrights and, more importantly, caught the eye of a New York agent named Audrey Wood, who was to become his loyal friend and counselor.

For several bleak months he was forced back to St. Louis where he worked in the attic of his parents' house on a three-act play called *Battle of Angels*. When it was finished he dispatched it to Miss Wood and began hunting despondently for a job. One morning the phone rang when he was still in bed. He heard his mother answer it and then gasp, "Long distance from New York!" It was Miss Wood calling with the news that he had been awarded a \$1,000 Dramatists Guild Fellowship for his previous work and that

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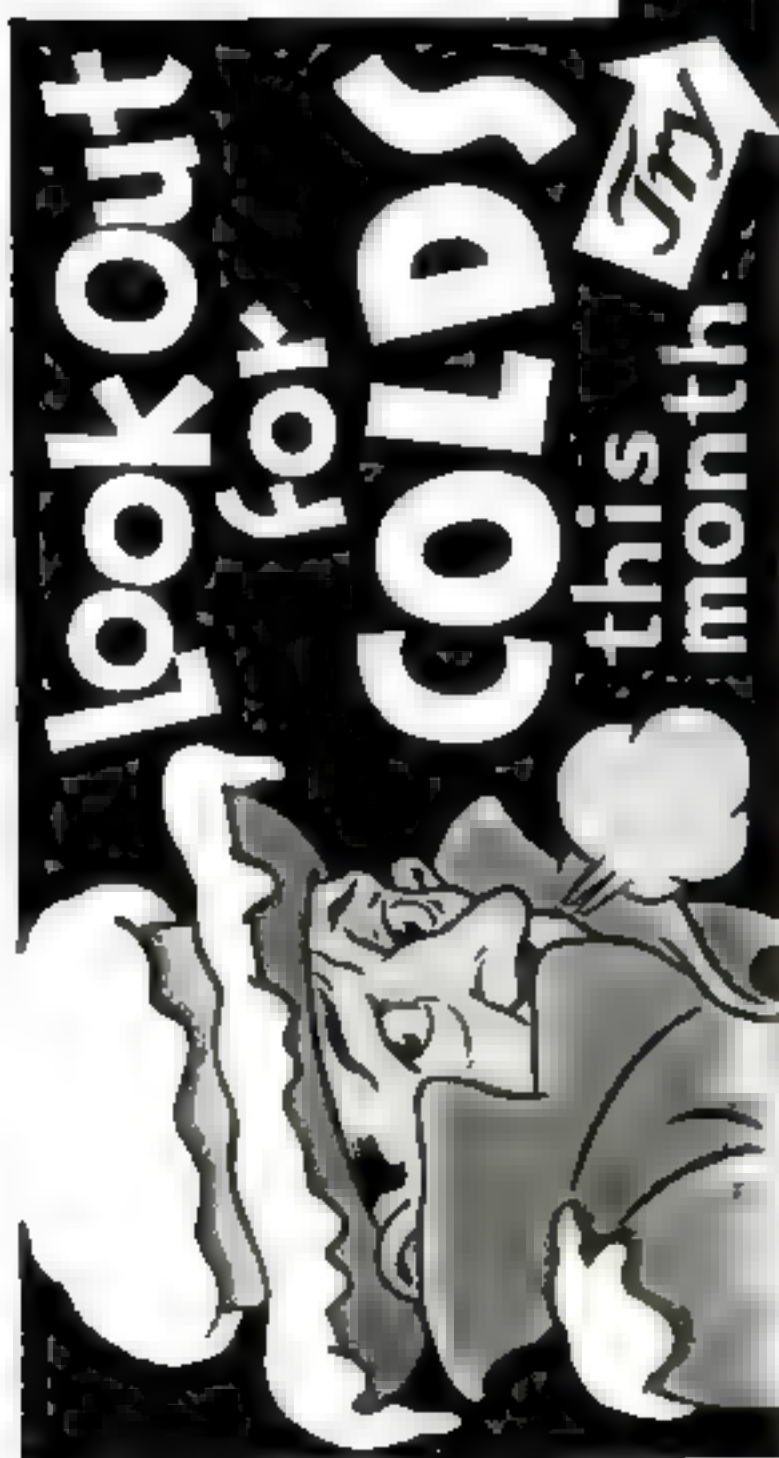


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IN "THE GLASS MENAGERIE" Actress Julie Haydon re-created Williams' memories of his sister Rose, a shy, sensitive girl who collected objects of glass.

TENNESSEE WILLIAMS CONTINUED

she had read *Battle of Angels* and was excited about it. When he hung up, his mother burst into tears. "What's the matter?" he asked in amazement. "I'm just so happy and relieved," she sobbed.

Fortified by new hope and his \$1,000, Williams went to New York and suddenly found himself in the midst of the professional theater, for soon after his arrival Miss Wood relayed another bulletin: the Theatre Guild had taken an option on *Battle of Angels*. Later on came the even more staggering news that Miriam Hopkins was flying from Hollywood to play the lead. "Probably no man has ever written for the theater with less foreknowledge of it," he reflected. "I had never been backstage. I had not seen more than two or three professional productions. . . . My conversion to the theater arrived as mysteriously as those impulses that enter the flesh at puberty." Had Williams been more experienced in the theater he might have been better armored against what was to follow. The technical difficulties of his play were enormous, particularly in the final scene which involved a kind of Wagnerian holocaust. By the time the play opened in Boston on Dec. 30, 1940, the company was so engulfed in production problems that no one had time to ponder how Bostonians might react to the script. It certainly had never occurred to Williams that he had written an immoral play. Admittedly it touched on "human longings" and "the sometimes conflicting desires of the flesh and the spirit," yet he had always felt it to be idealistic. The response of the first-night audience, however, was one of unmistakable and audible displeasure. At the beginning of the third act people began to whisper. "Subdued hissings and clucking," Williams recalls, "were punctuated now and then by the banging up of a seat." To complete the rout the stage hands outdid themselves in the closing fire scene. Their overloaded smoke pots belched suffocating billows over the footlights and into the eyes and nostrils of the outraged audience. Had it not been so disastrous there might have been something almost comical, according to one witness, in the spectacle of "all the little ladies with black velvet ribbons about their throats gasping for breath." The notices next day were scarifying, and when the censors stormed down demanding wholesale excisions, the Theatre Guild decided to close then and there without even trying to enter New York.

Stunned by the catastrophe, Williams decided his career was over. This was the nadir of nadirs, for in the midst of his professional humiliation his draft board called him up for his physical examination. The doctor listened to his heart and promptly told him, "You're 4-F," which instantly exorcised all his old cardiac ghosts. He had also at this time developed a cataract in his left eye, so although he expected his heart to stop any minute and almost wished it would, he entered a hospital and underwent the first of four operations that ultimately were required to repair his sight. When he emerged he was virtually penniless and without hope

CONTINUED ON PAGE 124

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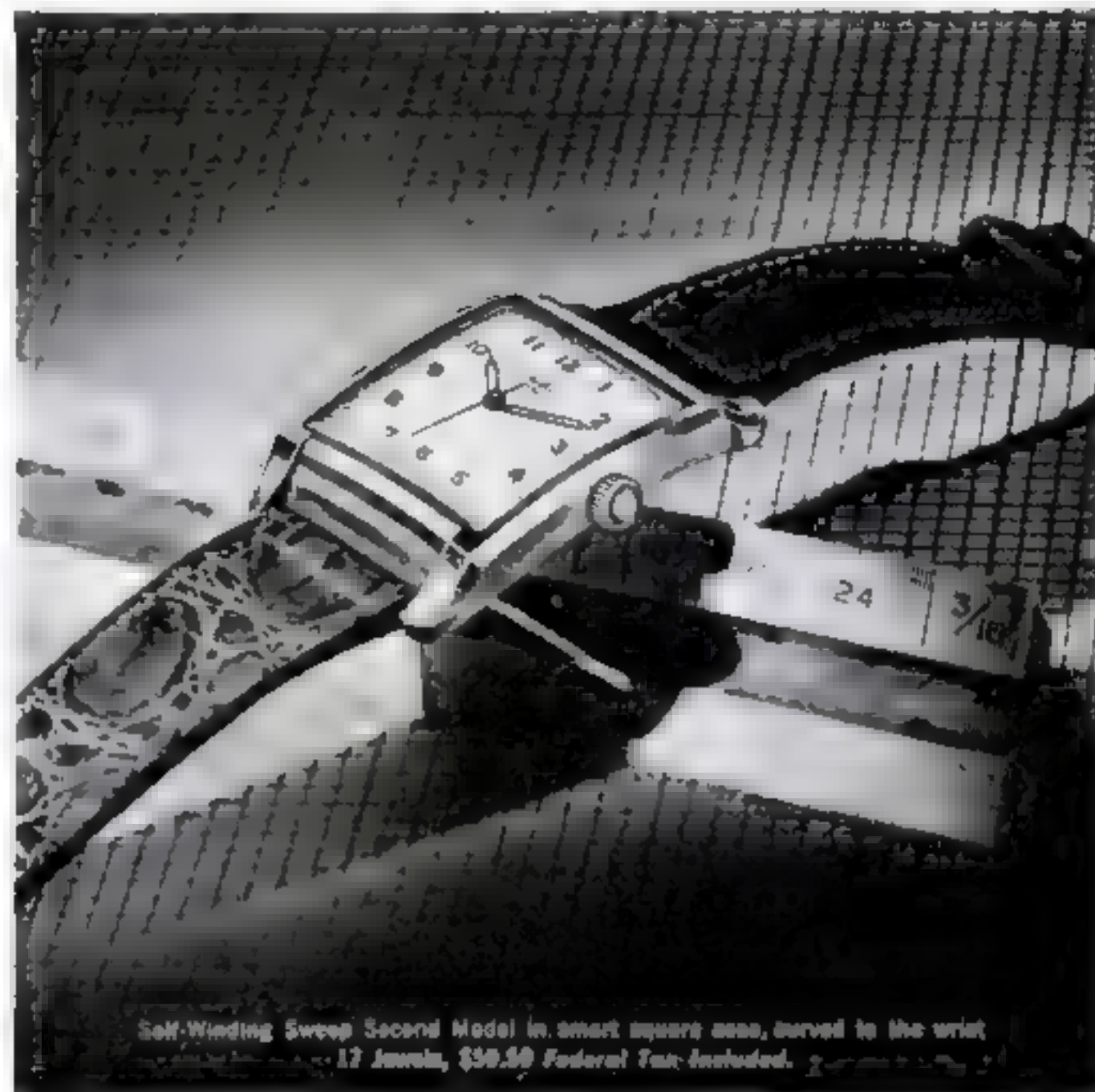
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TENNESSEE WILLIAMS CONTINUED

save for a vague promise that the Theatre Guild might consider *Battle of Angels* again if he rewrote it.

The next two years were as desolate as any he had known. For a while he subsisted in New Orleans on a thin trickle of revenue from his one-act plays and pawn-shop loans on his watch, his clothes, his phonograph, everything but his typewriter. He came up with a new version of *Battle of Angels* but the Guild's interest had cooled rapidly and they indicated the project was dead. Then the head of a New York drama school wired him that he was planning to revive *Battle of Angels* and forwarded train fare so Williams could come north. But when he reached the city the production was called off. His life took a bohemian color that winter. He was hired as a waiter in a Greenwich Village nightclub, primarily because he had just undergone another eye operation and the proprietor was enchanted by Williams' black patch on which a friend had drawn a fiercely libidinous eye in white chalk. In addition to serving drinks Williams doubled as entertainer late at night by reciting bawdy verse of his own composition. When he lost this job following a dispute with his employer over tips, he was kept from starvation by a group of amiable alcoholics who liked his recitations. They wound up each evening at the home of an aging retired actress, and Williams found that if he stayed with them long enough somebody would eventually telephone for chicken sandwiches. For days he lived on nothing but highballs and chicken sandwiches and was wolfishly hungry most of the time. There was never any food in the actress' icebox because she never ate; whenever she sensed that a collapse was imminent she went to a hospital and had a blood transfusion; next day she would show up at her favorite bar, her thirst and hemoglobin count back to normal. Somehow during this period Williams managed to collaborate with a friend, Donald Windham, on a comedy called *You Touched Me!*, suggested by a short story by D. H. Lawrence. But the play did not reach Broadway for three years and Williams still was destitute. During the winter and spring of 1942-43 he worked as night elevator operator in a New York hotel and as an usher in the Strand theater on Broadway. He enjoyed the latter job, not because of the movies but because of the uniform which, as a 4-F, he regarded as better than no uniform at all.

"Security is a kind of death"

THEN once again his benign angel Audrey Wood brought him tidings—that by some necromancy she had sold his talents to Hollywood. "We got you a six months' contract and a salary of \$250!" she announced. Williams, who was then making \$17 a week, was dazzled. "You mean \$250 every month!" he gasped. "I mean \$250 every week," Miss Wood said. The upturn in his luck was definitive. For after trying to write a picture for Lana Turner and after being told that his dialog was magnificent but not quite right for Miss Turner, he was assigned to a script for Margaret O'Brien. And after announcing that child actors made him vomit he was released from all duties whatsoever. For the remainder of his stay in Hollywood he drew his \$250 each week and spent his waking hours writing *The Glass Menagerie*.

This fragile and beautiful play, into which he wove with tender artistry the memories of his troubled youth, at once established Williams as a playwright of foremost rank. Critics at the Chicago premiere on Dec. 26, 1944 composed reviews that glowed with the reflected poetry of the script, and when the public seemed slow to respond they followed up their first notices with angry columns berating Chicagoans for their neglect of a distinguished work of art. It played to packed houses in Chicago for three months and then ran in New York for a year and a half.

The advent of success had a curious effect on Williams. The security and glory and opportunity for material indulgence were ashes in his mouth. He became even more diffident and vastly more cynical and unhappy than he had ever been during his years of struggle. It was some time before he understood the cause. His life prior to this success, he observed in a reminiscence in the *New York Times* some weeks ago, "was one that required endurance, a life of clawing and scratching along a sheer surface and holding on tight with raw fingers . . . I was not aware of how much vital energy had gone into this struggle until the struggle was removed. I was out on a level plateau with my arms still thrashing and my lungs still grabbing at air that no longer resisted. This was security at last. . . . [But] security is a kind of death, and it can come to you in a storm of royalty checks beside a kidney-shaped pool in Beverly Hills or anywhere at all that is removed from the conditions that made you an artist. . . ." Having discovered what he now recognizes as an organic truth—that he finds reality and satisfaction only

CONTINUED ON PAGE 127

"There is nothing better in the Market."

SEVEN WORDS THAT SET A STANDARD

WHEN George Garvin Brown created Old Forester 78 years ago, he did so to set a standard for fine Kentucky bourbon. Today, under the third generation of the Brown family, the label still carries the simple statement in the founder's original handwriting: *"There is nothing better in the market."* And so true are these seven words that the whisky itself has become the choice of those who enjoy the finest.



100
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What's New on the Menu?

New "King-Size" diners head New York Central's NEW dining car fleet



Your first taste of dining car hospitality may come with before-dinner refreshments in the lounge. But everywhere on Central you find the same ready service and warm welcome.



Central attraction is that famous New York Central food. Anything from a tempting breakfast to a hearty dinner... fresh from the gleaming new stainless-steel kitchen

STEP THROUGH an electric-eye door into an exciting new mealtime world. Step into a double dining car unit so spacious it includes a separate kitchen car. So luxurious it has its own refreshment lounge with club chairs and wide-view windows.

And these "king-size" dining cars are only the headliners. There are fine new single-unit diners and smart new grill cars, too. A whole new dining car fleet... going into service on New York Central's great daily trains.



NEW NEW YORK CENTRAL

The Water Level Route—You Can Sleep

**NEWS FROM
HOLLYWOOD...**

**for
FALSE TEETH
WEARERS!**

**8 OUT OF 10 SCREEN
PLAYERS WHO TESTED
NEW COLEO PREFER IT!**



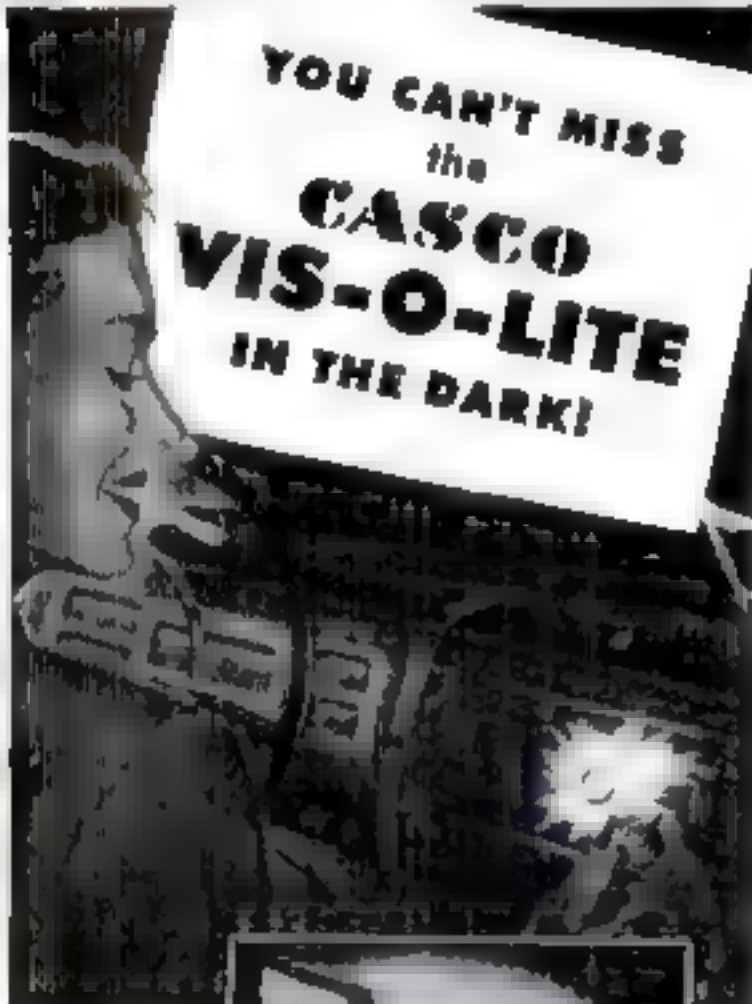
**NEW COLEO CLEANS
FALSE TEETH
Really Clean!**

Million-dollar Hollywood smiles often mean costly plates and dentures. Coleo's exclusive ingredient that "fizzes" away film and surfs to stain in minutes made a big hit. No brush ing! False teeth gleam. The taste is fresh, delightful. No danger of offensive breath from dentures. Nor does it fade them. Try Colgate-Palmolive-Peet's new Coleo for cleaner plates and dentures.



**NEW "FIZZ" TYPE
EXTRA-THIN
FALSE TEETH**

**YOU CAN'T MISS
the
CASCO
VIS-O-LITE
IN THE DARK!**



NOW!

NEW CASCO POP-OUT

Illuminated Cigarette Lighter

FOR SAFER NIGHT DRIVING

No need to take your eyes from the road while "lighting up" your cigarette. Casco's automatic pop-out lighter—in 9 out of 10 cars—now comes with an "illuminated well" to guide your hand in the dark in replacing your lighter unerringly... instantly.

- Bring your Casco-made lighter up-to-date with the illuminated well alone for \$1.50.
- Or—install a complete new Casco Vis-O-Lite automatic pop-out lighter for only \$2.75.

At auto supply stores, service stations, garages.
CASCO PRODUCTS CORPORATION, BRIDGEPORT 2, CONN.

in his work—Williams went back to it and to the conditions that made him an artist. He rented an apartment in a venerable house in the Vieux Carré of New Orleans, which he regards as his home, and from the world outside his windows and the more intense world of his creative imagination drew forth the trenchant drama of *A Streetcar Named Desire*.

To Williams the success of *Streetcar* has brought higher rewards by far than *The Glass Menagerie*. More than his royalties of over \$2,000 a week he values the knowledge that he has transcended his first achievement. His insight into theater mechanics has increased too, for he participated for the first time in his life in the business of producing a play. Formerly he had languished, like most playwrights, on the fringe of operations, unconsulted and unheard. But this time Producer Irene Selznick and Director Elia Kazan sought his opinion on each detail from music and lighting to the casting of bit parts. These varied factors have combined to draw Williams forth a little from his shell of isolation. A few days before the New York opening Mrs. Selznick asked him what he would do when the audience began yelling "Author!" Williams replied, "Why, I'll get right up on the stage as fast as I can, I'll be so proud and happy." As it turned out the audience did yell "Author!" and Williams did respond with a pleased and embarrassed bow.

He remained in New York for a month after the opening performance. During that interlude he displayed no symptoms of success. He avoided expensive hotels and remained in the furnished flat he had rented during the early days of rehearsal. He ignored opulent restaurants, eating for the most part at cafeterias and counters. His only sartorial indulgence took the form of a burberry topcoat, and when his friend William Liebling, Miss Wood's husband, suggested he ought to invest in a dress suit, he replied, "No, I'd lose it." His recreations consisted of daily swims at the Y.M.C.A. (where he negotiated 20 laps in a leisurely crawl every afternoon) and poker games several times a week with the Negro musicians backstage at the theater. He busied himself most of the time with preparations for a trip to Europe, where he plans to spend an indefinite number of months traveling and writing. And in treasured moments he confronted his typewriter and worked blissfully on two new plays in progress.

Williams' friends feel that his distaste for profligate living and the chic professional society that have atrophied many a promising talent in New York and Hollywood is an auspicious omen for his career. But from time to time they wish he would reveal to them personally a fraction of the eloquence and emotional vitality he injects into his plays. On the night *Streetcar* opened members of the company were invited, together with certain celebrities, to an after-theater party at "21." They were fairly tense until the late editions of the newspapers appeared; but as the notices began to come in, rave piling on rave, the air filled with elation. Williams wandered easily among the guests, accepting their congratulations with felicity and pleasure. But there came a moment later on when he found himself temporarily alone and as always his thoughts turned inward and his eyes gazed far away. Then someone appeared at his elbow and said, "Tenn, are you really happy?" It was Audrey Wood.

"Of course I am," Williams replied in surprise.

"Are you a completely fulfilled young man?" she asked sternly.

"Completely," said Williams. "Why do you ask me?"

Miss Wood looked at him searchingly. "I just wanted to hear you say it," she said.

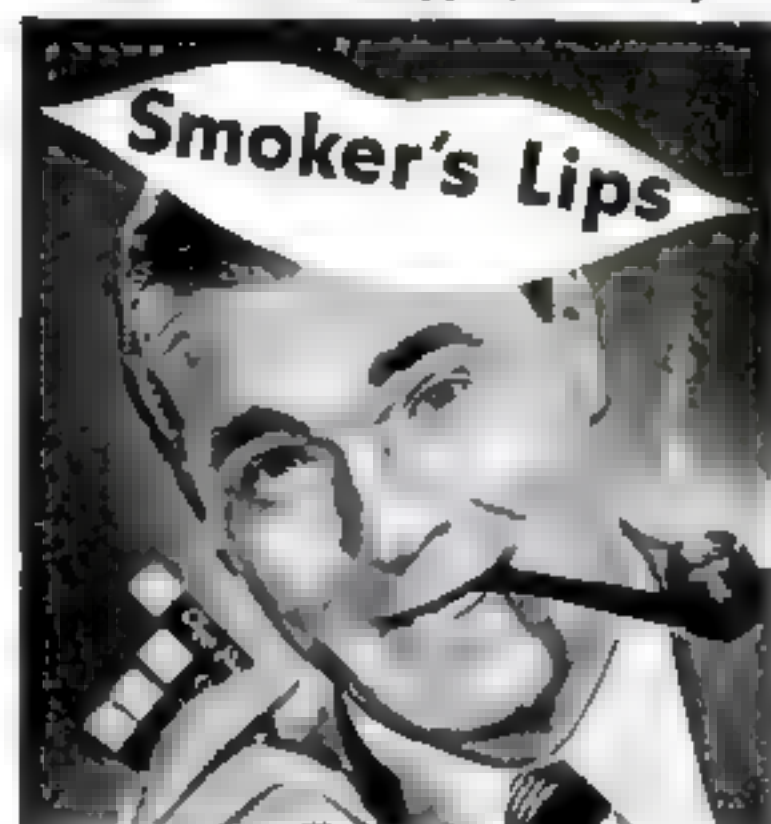


BACKSTAGE POKER with the musicians attracted Williams much more than flashy night life during his month in New York after *Streetcar*'s premiere.



**When you have
a Cold**

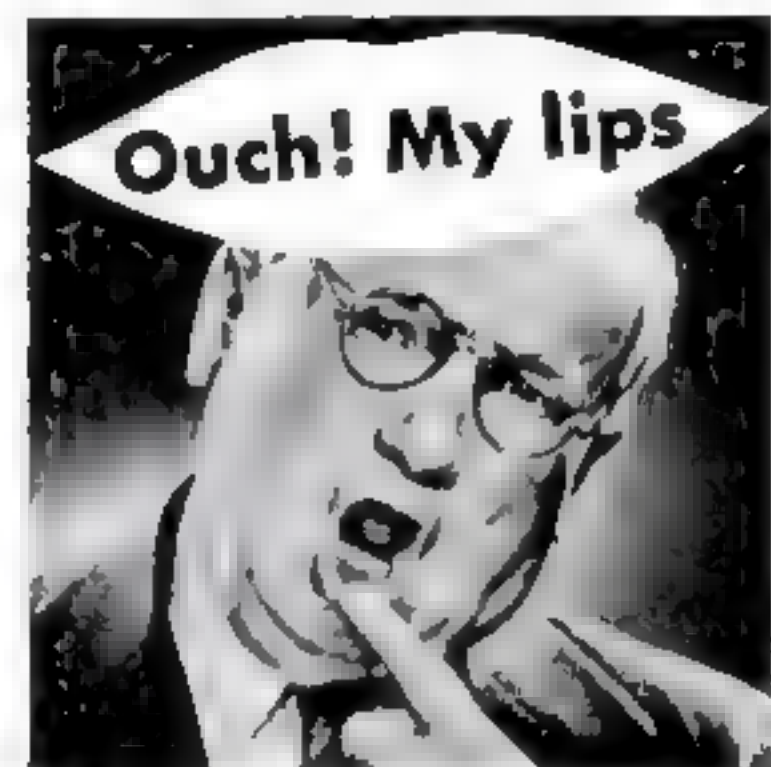
Colds and sniffles mean chafed, chapped lips. Use 'CHAP STICK' before those tender lips get badly cracked and sore. 'CHAP STICK' for Chapped, Tender Lips



Smoker's Lips

Want to share a good thing? Buy a 'CHAP STICK' for each of your friends. Every smoker knows the discomfort of dry, parched lips.

'CHAP STICK'—the Antiseptic Lip Balm



Ouch! My lips

There's nothing like 'CHAP STICK' to comfort those chapped, cracked, sore lips. Specially medicated, specially soothing.

'CHAP STICK' keeps lips fit

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Sure and Swift—that's 'CHAP STICK.' Almost at once that unmistakable relief—that smoothing, soothing comfort. Millions give 'CHAP STICK' first place for dry, chapped, weather-beaten lips—because it's specially medicated—easy to apply—more lasting in results. Best of all (very important when lips are cracked and sore) 'CHAP STICK' is the only Antiseptic Lip Balm. Ask for 'CHAP STICK' and be sure you get it.



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THE ANTISEPTIC LIP BALM
ChapStick
25c
U.S. and Canada
KEEPS LIPS FIT



GENERAL JULIUS FRANKLIN HOWELL LEADS OFF THE VIRGINIA REEL WITH HIS PRETTY PARTNER, 17-YEAR-OLD JEAN MCINTYRE OF VIRGINIA INTERMONT COLLEGE



WITH A CAPTURED UNION SWORD GENERAL HOWELL CUTS HIS BIRTHDAY CAKE



GENERAL LONGSTREET'S WIDOW REMINISCES WITH HUSBAND'S FORMER CORPORAL

Confederate General Enjoys 102nd Birthday

War veteran weathers kisses, cake and Virginia reel

The courtly gentleman cavorting spryly on the opposite page is red-haired ex-Corporal Julius Franklin Howell, oldest living member of Confederate General James Longstreet's command. Last month Bristol, Va. threw him a birthday party—his 102nd. Through a daylong program of teas, banquets and a grand ball, the old campaigner, now an honorary general, stood up bravely. When star guest Mary Pickford arrived he weathered a juicy kiss (below), later showed the youngsters a thing or two about the Virginia reel. As he chatted with General Longstreet's 89-year-old widow (above, right) he recalled how he enlisted in 1861 at the age of 15, fought at Gettysburg and was captured by the Union Army. But his proudest moment came when the crowd burst into *Dixie*. The general stood at attention and commented huskily, "Best darned birthday I ever had."



UNDER A CONFEDERATE FLAG THE HONOR GUEST JOKES WITH MARY PICKFORD

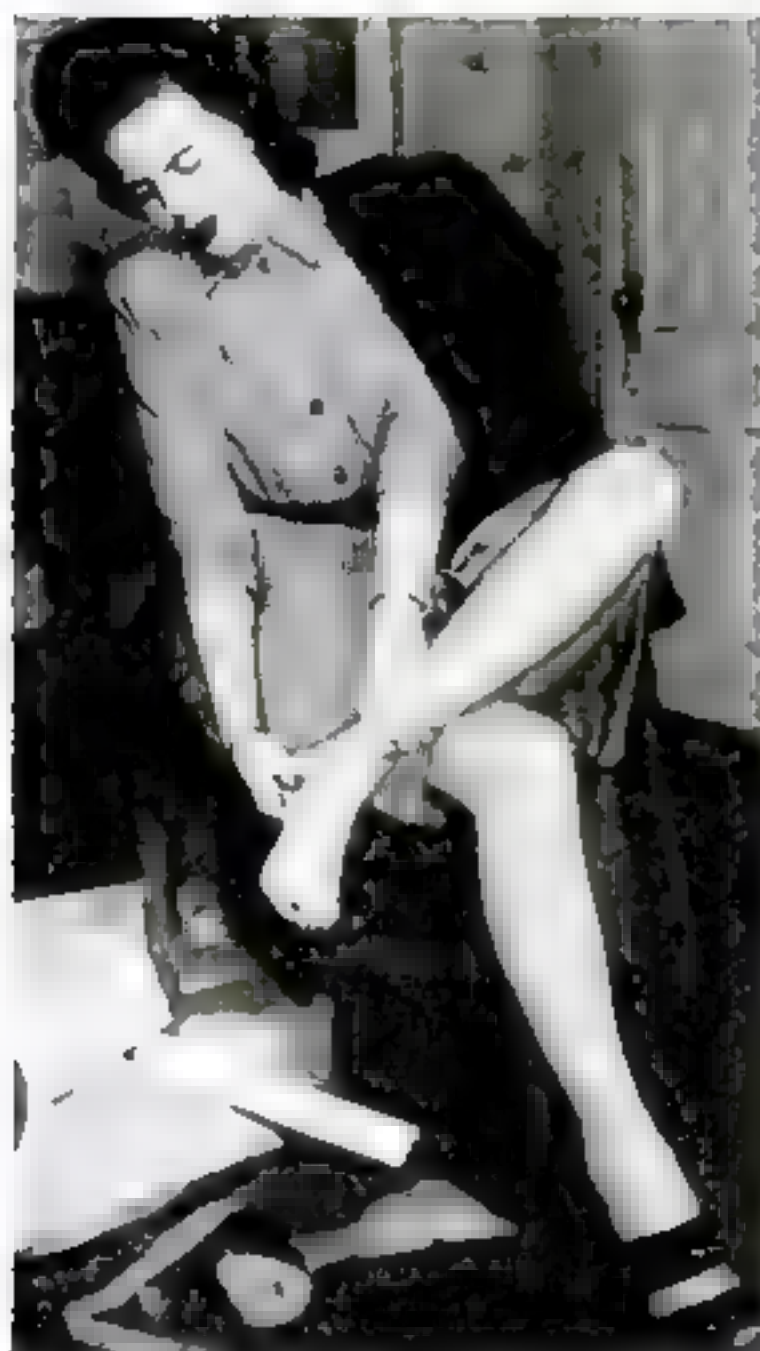


THE GENERAL RECEIVES A HEARTY BUSS FROM HIS OLD FRIEND MARY PICKFORD



AFTERWARD HE FIRMLY REMOVES ALL TRACES OF LIPSTICK WITH HANDKERCHIEF

Never neglect a heel blister



The tiniest injury can become infected. Never take a chance!

Cleanse the injury properly. Then put on BAND-AID®, the adhesive bandage whose quality you can trust.

It comes to you sterile. Keeps out dirt. Helps prevent infection, avoid irritation.

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Confederate General CONTINUED



DRESSING FOR THE BANQUET, General Howell is helped into his coat by Wesley Davis, his honorary aide. Mrs. Howell stands by, second from left.



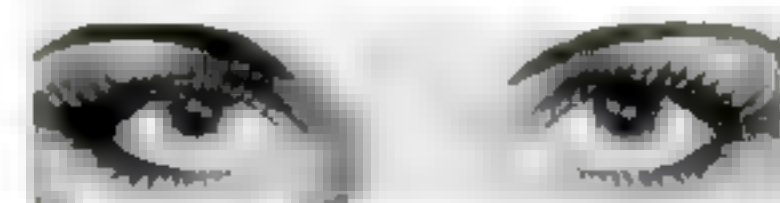
WITH TRUE SOUTHERN GALLANTRY the old soldier puts a wrap on his wife's shoulders. He married Mrs. Howell, his second wife, when he was 89.

When Your Eyes Are Tired **DO THIS**

MAKE THIS SIMPLE TEST TODAY



EYES OVERWORKED? Two drops of Murine in each eye will rest, relax and refresh tired eyes in seconds. You get—



QUICK RELIEF, Murine is a scientific blend of seven ingredients. Absolutely safe...gentle on a tear. Murine gives tired eyes the feeling of "hours of rest" in seconds.

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a fact to observe

NEW Alligator Cigarettes
"Air-Washed" to Remove
Excess Tobacco Dust
a Proved Cause of Irritation



Undies and Sleepers
Hi-Chair to Hi-School
Nazareth

CONTINUED ON PAGE 131

Tasty Lenten meals with **Contadina** Tomato Paste



Molded Tuna Salad

Soak 1 tbsp. gelatin in $\frac{1}{4}$ cup water 5 min. In double boiler combine $\frac{1}{4}$ cup can Contadina Tomato Paste, $\frac{1}{4}$ cup water, 1 slightly beaten egg, 2 tbsp. vinegar, 2 tsp. mustard, 1 tsp. sugar, 1 tsp. salt, dash pepper. Cook till thick, stirring. Remove from heat, stir in gelatin, cool. When begins to set, stir in 1 can tuna, 1 cup finely sliced celery. Turn into mold.

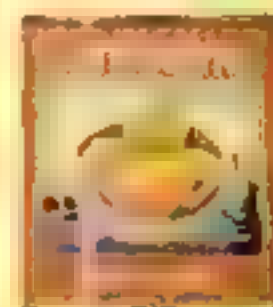
Spaghetti and Mushrooms

Cook 2 tbsp. each finely chopped onion and green pepper, with 5 sliced mushrooms, in 2 tbsp. oil or butter, until tender. Add 1 can Contadina Tomato Paste combined with $1\frac{1}{2}$ cups water, salt and pepper. Simmer till thick. Pour over cooked spaghetti.



Trust CONTADINA TOMATO PASTE to put pep and variety into meatless menus... make Lenten fare popular with all the family!... Whenever a recipe calls for tomatoes, CONTADINA is the most satisfactory answer. More economical, goes further than tomatoes in any other form, because it is concentrated, *all-tomato*—no skin, core or seeds. Extra delicious, thanks to its tempting California-ripe flavor... CONTADINA makes a greater variety of appetizing sauces than "ready prepared" sauces—and so easily! Just dilute with water for tomato sauce supreme. Or add mushrooms, olives, peppers, your favorite ingredients... You'll find dozens of uses for CONTADINA, now and all year round. And remember, *a little goes a long way.*

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CONTADINA PRODUCTS



Contadina **TOMATO PASTE**



It's just as if we'd brought you that tangy dew-fresh mint right from the fields! For each and every leaf of Clark's specially fragrant mint is picked at its early-morning best—when its tasty flavor reaches a fresh peak. Ask for Clark's Tendermint chewing gum—and you ask for wonderful, lasting goodness that's *freshly-minted!*

FOR TASTE Clark's



THE GRAND MARCH is led by General Howell escorting his special guest, Mary Pickford. He is wearing full military dress and Civil War decorations.



HIS PORTRAIT is unveiled. Woman at right is Mrs. Lena Epperly MacDonald of United Daughters of the Confederacy, who made the presentation.



SINGING OF "DIXIE" brings him to his feet, erect and proud. From left ladies are Mrs. MacDonald, Mrs. Howell, Miss Pickford and Mrs. Longstreet.

A new favorite!

RECIPE FOR

**UNDERWOOD
DEVEILED
HAM-QUICKS**

1 cup prepared biscuit mix
1 can UNDERWOOD Deviled Ham

1/2 cup water
1/4 teaspoon each cayenne pepper and salt

Combine ingredients. Drop by spoonfuls on ungreased cookie sheet. Bake in hot oven (400 F) about 10 minutes. Serve hot. Makes about 2 dozen.

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DEVILED HAM**

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HAIR TONIC

SCHICK USERS!

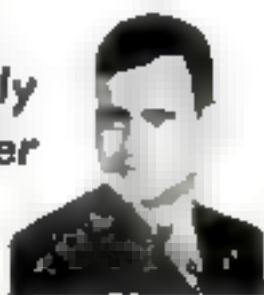
Get faster, closer electric shaves
with this new preparation!



Now you can enjoy a new high in performance from your electric shaver—with sensational Letric Shave. It's a scientific development of The J. B. Williams Company to help you get faster, closer, more comfortable shaves and it's been proved in tests by thousands of men. Just dash a few drops of Letric Shave on your face *before* shaving.

"Shaving is noticeably faster, and much easier in humid weather."

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Letric Shave lubricates the skin to overcome "shaver drag." It helps save precious minutes, lets you shave comfortably even if your skin is dry and sensitive.

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Letric Shave conditions your face and beard for a closer, longer-lasting shave. And it's good for your shaver's cutting head.

FREE SAMPLE

Use Letric Shave with any make of shaver... At all toilet-goods counters—or send name and address to The J. B. Williams Co., Department LE-2, Glastonbury, Conn., for generous free bottle. (Offer good in U. S. A. and Canada.)



MAKES ELECTRIC SHAVING EASIER



MISS ROBERTS (LEFT) AND MISS DAVIS GIVE A NICE HOT CUP OF TEA

ALLIGATOR LOVERS

English spinsters keep two of the big reptiles as pets, along with a crocodile named Peggy



TO THEIR PET ALLIGATOR, WILLIAM, WHO LIVES IN THEIR BATHTUB

If spinsters keep pets at all, they usually keep cats. The Misses Thelma Roberts and Enid Davis of Chertsey, England prefer alligators. In their tiny house they provide food and affection for 13 feet of alligator, subdivided into William, 11 years old and China-born, who limps from an air-raid wound, and Peter, a female of 22 who came from a Madagascar temple. In addition there is Peggy, 8, a female crocodile from the Nile. The ladies say that their pets are well-behaved and keep healthy on a diet of fish, horse meat and dead birds. But William and Peter must be kept in separate rooms. When they meet they fight, and Miss Roberts got a nasty bite once when she tried to stop them.

CONTINUED ON NEXT PAGE



Treat your whole family to these wonder-working health rays

• What a lift they'll get from the invigorating ultraviolet rays of the sun lamp—or the soothing, penetrating infrared rays of the heat lamp.

Here's how Select-o-ray, the combination sun and heat lamp, will help them: As a sun lamp, tans 3 times faster than the sun, helps body make Vitamin D for health. As heat lamp, relieves aching

joints and muscles, takes chill off rooms, warms cold feet; good for sinus, rheumatism and lumbago when prescribed.

The only lamp with all these features: gives choice of sun or heat rays; height adjustable; turns any direction; any angle; use as floor or table model, bulbs are protected; costs little to use, plugs in any 110-120 ac outlet (50-60 cycle). J-04156

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demonstration
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VICEROYS FILTER THE SMOKE!

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1. Each puff of smoke passes through scores of tiny passages of this absorbent filter paper.
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4. This filter is exclusive as is Viceroy's luxurious blend of fine domestic and imported tobaccos. Get Viceroys at your dealer's. You'll be glad you did.

*No filter can remove all nicotine and tars, nor does Viceroy make this claim.

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"NIGHTY-NIGHT," says Miss Davis to William, her male alligator, whose indented back she has just rubbed with a soothing oil. All three pet reptiles know their names, respond when called and seem quite contented both in and out of their respective water tanks. Miss Davis much prefers them to cats.



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THEY TASTE SO GOOD
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Try Camels in your "T-Zone"—that's T for Taste and T for Throat—and you'll see the reasons why! Compare Camels for rich, full flavor; for mild, cool smoking—and you'll agree with the millions of smokers who say that Camels suit them to a "T"! Let your own experience tell you why more people are smoking Camels than ever before!

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**MORE DOCTORS SMOKE CAMELS
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